

SPECIAL ANNIVERSARY ISSUE

# YAHOO!

INTERNET LIFE

WWW.YIL.COM SEPTEMBER 1999

## How America uses the Net

*A Special Report*

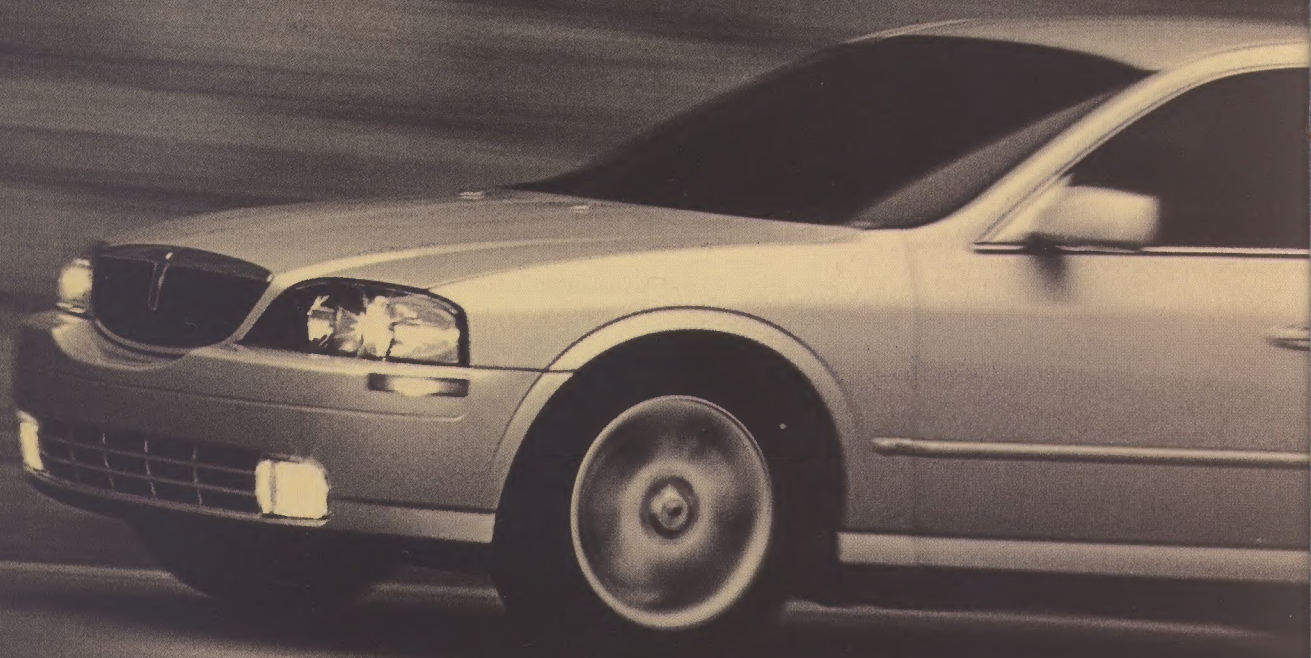
HOW THE INTERNET CHANGED AMERICA, BY JON KATZ  
HOW THE WORLD USES THE NET BEST CAR-BUYING SITES

USA \$3.99 CANADA \$4.99 UK £2.95





The new Lincoln LS



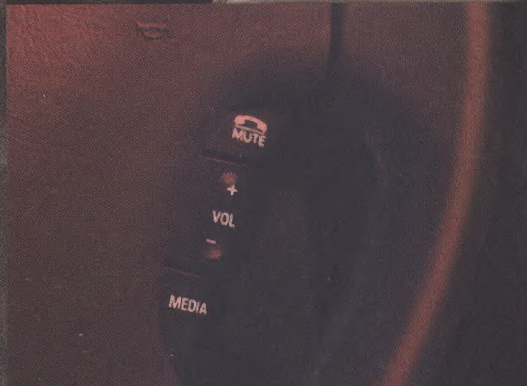
The new Lincoln LS is engineered to encourage rapid travel. Yet it has an interior that practically begs you and your

DOHC 252-horsepower V-8. Tenacious roadholding. Leather-trimmed five passenger cabin. For more information, visit



will get you to your destination in record time.

Pity.



passengers to linger. It's a conundrum that could require years of driving to solve. Better get started. The new Lincoln LS.

our web site at [www.lincolnvehicles.com](http://www.lincolnvehicles.com) or call toll-free 877 2DriveLS (877 237-4835).





# Y2K's coming. Don't just sit there.



**Safely move your information from this millennium to the next.™**

Y2K is headed your way and how much damage it does to your important files and applications is up to you.

So be smart and get prepared. With Iomega's Y2K Software Suite, getting help is as easy as 1-2-3.

**1. Back Up** Before anything else, use Iomega® disks, drives, and software to make copies of everything on your PC.

**2. Update** Use the Y2K Software Suite to diagnose potential problems and either fix or update your PC.

**3. Protect** Now that you're on your way, Iomega software automatically protects your files well into the next millennium.



Simple. Powerful. Safe.



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Get some help with the Iomega® Y2K Software Suite and drives.



**Iomega Y2K Software Suite**  
Back up your files, update, and protect  
your PC well into the next millennium  
with Iomega's new software bundle.



**Iomega drives and disks**  
With the help of Y2K software,  
protect your important files  
with Zip and Jaz drives.

Look for *free* software in specially marked packages of Zip® and Jaz® disks at your  
computer retailer or visit [www.iomegadirect.com](http://www.iomegadirect.com). For more Y2K help, visit: [www.iomega.com/y2k](http://www.iomega.com/y2k)

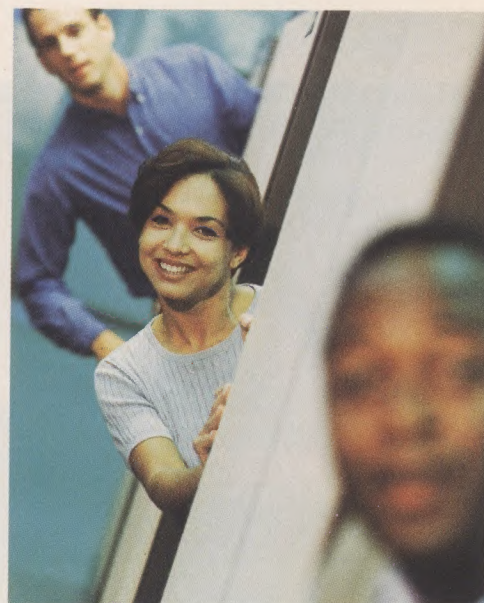
**iomega.**



# WHAT'S NEXT?

## JOB HUNTING ONLINE

Graduation approaches, and with it the inevitable ritual of finding a job. For many, the process brings excitement, stress, joy, disappointment, and frustration. What you don't need is unnecessary hassles. Taking advantage of the wealth of resources on the Internet will make your job search as smooth and painless as it can be. Here are a few tips for finding a job online:



Start with the big picture. MONSTER.COM ([www.monster.com](http://www.monster.com)), the megasite devoted to employment, gives you all you need to find jobs, polish up your resume, ace the interview, and get hired. There are more than 175,000 job listings, plus a free resume posting service, your own personalized "My Monster" page to manage your search, and a database of 30,000 corporate profiles.

Don't miss Monster.com's MONSTER CAMPUS ([campus.monster.com](http://campus.monster.com)), a special area for college students and recent grads looking to launch their careers and break into the job scene. Here you'll find message boards and chats for networking and support, an experienced panel of experts to field your questions, plus an extensive archive of career-related information, advice, and interactive tools. Each week you'll get new feature articles, plus an interview with a newcomer to the workplace, giving you the insider's view of where you might be in a year's time.

To get help finding out what career is right for you, visit a few of the many sites designed to help you find the right fit. Use the SELF-DIRECTED SEARCH ([www.sdstest2.com](http://www.sdstest2.com)) to figure out your personality type and which careers match your style. KAPLAN EDUCATIONAL CENTERS ([www.kaplan.com](http://www.kaplan.com)) offers a

number of tests including the classic Kiersey Temperament Sorter. If you want to know how much money you might be making when you start out, go online to get some fast and accurate answers. Take a look at U.S. NEWS & WORLD REPORT'S ([www.usnews.com](http://www.usnews.com)) Estimated Starting Salaries, a list of beginning pay for recent grads in a variety of fields. Use the YAHOO! SALARY COMPARISON ([verticals.yahoo.com/salary](http://verticals.yahoo.com/salary)) to see how much you'd make in different cities. Speaking of cities, HOMEFAIR.COM'S ([www.homefair.com](http://www.homefair.com)) Lifestyle Optimizer will help you discover the ideal place for you to live based on a number of factors and preferences.

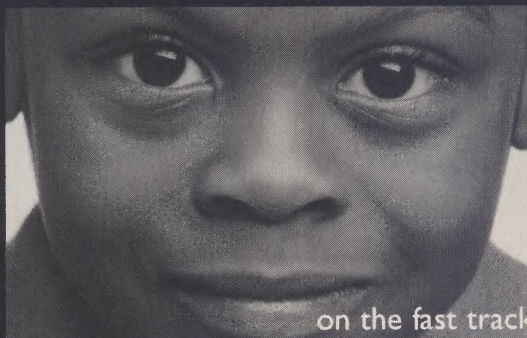
You'll find a number of sites on the Web specifically tailored towards helping recent grads get their start in the working world. THE NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS' JOBBWEB ([www.jobweb.org/catapult](http://www.jobweb.org/catapult)) offers the Catapult, a special section for "launching" the careers of college students. Check out their comprehensive list of links to summer work, internships, fieldwork, and post-graduate options. Get information on postgrad internships at the Smithsonian, AmeriCorps, VISTA, and a yearlong paid internship at the White House.



For career counseling, take a look at College Connection in the WALL STREET JOURNAL INTERACTIVE'S CAREERS section ([careers.wsj.com](http://careers.wsj.com)). Browse articles on job-hunting strategies, career profiles, and listings of companies recruiting college students. But remember, intense competition for jobs means it's not enough just to fire off a bunch of resumes. Stay on top of the news, especially business news, because companies are always developing new strategies, merging, and launching subsidiaries. Try the NEW YORK TIMES ON THE WEB'S ([www.nytimes.com](http://www.nytimes.com)) Business section or CNNFN ([cnnfn.com](http://cnnfn.com)). Another bit of advice: Even in the brave new world of the Internet, certain rules still apply. Don't affect a breezy or overly familiar tone in your email cover letters. And spelling still counts (that's what spell checkers are for). Happy Hunting!



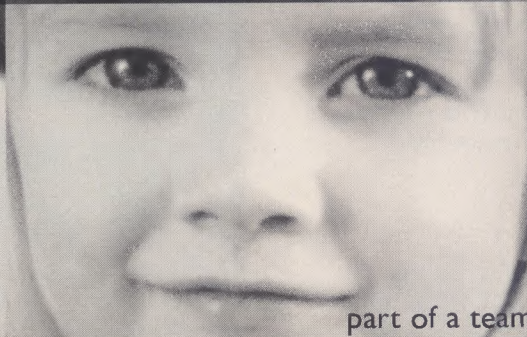
campus.monster.com



on the fast track



free agent



part of a team

# what do you want to be?

New graduates, take heed...

As you transition from campus to career track you'll need three things:

**ambition, information and luck**

**Ambition:** that's up to you.

**Information:** dig into **Monster.com**, the largest job search and career development site on the planet.

**Luck:** well, you can always buy a rabbit's foot. Just in case.



**monster.com**

Our Campus Resources section is devoted to freshmen through new grads. Monster Campus has articles, book recommendations, links and useful tools to help you craft distinctive resumes, compelling cover letters and much more. It will help you dig through Monster.com's more than 170,000 job opportunities — and find the one that's perfect for you.



# R E S U M E



## NAME

Canon MultiPASS™ C5500 multifunction printer

## OBJECTIVE

Secure a full-time position in a home or small office

## SKILLS

State-of-the-art, photo-realistic color Bubble Jet™ printing  
Exclusive photo-quality printing (with optional Photo Ink)  
Brilliant color copies without using your PC  
High-quality color scanning up to 600 dpi  
Crisp, plain-paper Bubble Jet fax  
Comprehensive, easy-to-use business software suite

## EXPERIENCE

More than 60 years of imaging heritage  
Member of the Canon multifunction printer family – one of the first in the world

## HOBBIES

Printing, copying, scanning, faxing. And yodeling.

## CONTACT

1-800-OK-CANON or [www.ccsi.canon.com/resume](http://www.ccsi.canon.com/resume)



In business,  
you're only as  
good as  
your support  
staff.



\$269\*

After \$100 mail-in  
rebate

**MultiPASS C5500**  
Seeks position in home or small office.

*A Bubble Jet printer that can  
print, copy and scan in  
brilliant color, the C5500 is no  
stranger to hard work. It's even a  
plain-paper fax machine.*



\$229\*

After \$50 mail-in  
rebate

**MultiPASS C3500**  
Looking for offer from home office.

*The C3500 is also a versatile  
color Bubble Jet printer. When it's  
not printing in stunning  
color, it's faxing, copying and  
scanning, with detailed grayscale  
images and crisp black text.*



**MultiPASS L6000**  
Seeks job in business environment.

*A high-powered laser printer for  
only \$599\*, the L6000 wears lots of hats.  
Using high-resolution grayscale  
and sharp black text, it's a plain-paper  
fax machine, copier, scanner and  
printer all in one.*

**Canon**

Print Copy Scan Fax

\*All prices are estimated street prices after applicable mail-in rebate. Dealer prices may vary. Mail-in rebate offer good for a limited time. See in-store coupon for details. "Flower World" is a fictitious company. Any resemblance to other organizations is coincidental. ©1999 Canon Computer Systems, Inc. Canon is a registered trademark and MultiPASS and Bubble Jet are trademarks of Canon Inc. In Canada, call 1-800-263-1121.





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BUT WE ALL DRIVE THE SAME ROADS.

OVER 30 YEARS OF TRUST, DEPENDABILITY AND VALUE. EVERY WHERE. EVERY ONE. EVERY DAY.

COROLLA



TOYOTA | everyday

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# YAHOO!

INTERNET LIFE

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**ARROWS AND STRIPES** photographed by Scott Slobodian/  
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126



# COLLEGE IS ABOUT DIVERSITY AND CHOICE. SO WE THOUGHT WE SHOULD DO OUR PART.



Itching for desktop speed? Scratch it with processors up to 600MHz.<sup>22</sup>



Inspiron 7000's giant 15" screen nearly equals a 17" (15.9" vis) desktop monitor's.



To screen your favorite flicks on the Inspiron go w/ built-in 6X<sup>10</sup> DVD-ROM.



Add a photo-realistic HP<sup>®</sup> DeskJet<sup>®</sup> color printer to spice up that Anatomy 101 report.



Crib sheets in Statistics 101? No way. Get 400MHz on your Inspiron 7000.



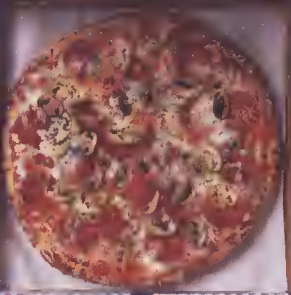
Order a 2X AGP w/8MB video RAM on an Inspiron for mega sensory overload.



Need to get connected? Get Internet access with Dell's new Dellnet ISP.



Game junkie? Drop a 14GB<sup>4</sup> hard drive in the Inspiron and take it on the road.



Short on dough? Get the goods by ordering w/the Dell Platinum Visa card.



For a complete copy of Limited Warranties and Guarantees, visit [www.dell.com](http://www.dell.com). L.P., Attn: Warranties, One Dell Way, Round Rock, TX 78681. <sup>22</sup>For hard drive: 1GB = 1 billion bytes; total accessible capacity varies. Intel Inside logo and Pentium are registered trademarks of Intel Corporation. Trinitron is a registered trademark of Sony Corporation. HP and DeskJet are registered trademarks of Hewlett-Packard Corporation. ©1999 Dell.



# CARNIVORE SPECIAL OR VEGAN SUPREME? NEW YORK OR CHICAGO STYLE? NOTEBOOK OR DESKTOP?

Whether you like it loaded up and sizzling hot, or light and easy to enjoy on the road, Dell lets you configure your PC exactly how you crave it. From Intel's fastest processors to the audio/video peripherals of brand leaders like Sound Blaster Live! and Sony, you can build notebooks and desktop systems that fit your power needs and budget. Just click 24 hours a day on [www.dell.com](http://www.dell.com) or call one of our sales reps to get started. It's one-stop shopping for all your computer, printer, software and service/support needs.



## DELL DIMENSION DESKTOPS

**Common features:** ♦ 512KB Integrated L2 Cache (128KB on Intel® Celeron™) ♦ Virus Scan 4.02 ♦ MS Works Suite 99 with Money 99 Basic ♦ MS® OfficeJet 710, add \$499 ♦ APC Back-UPS Office, add \$99 ♦ HP DeskJet®8B2c,

### NEW DELL DIMENSION L400c INTEL CELERON PROCESSOR AT 400MHz

- 64MB 100MHz SDRAM
- 4.3GB<sup>4</sup> Ultra ATA Hard Drive
- 15" (13.8" viewable) 800F Monitor
- Intel 3D AGP Graphics
- 40X Max<sup>5</sup> Variable CD-ROM Drive
- SoundBlaster 64V PCI Sound Card
- harman/kardon HK-195 Speakers
- 3Com® USB v.90<sup>11</sup> PCI Telephony Win Modem
- Dell QuietKey® Keyboard/Logitech First Mouse+ Wheel (PS/2v)

**\$899**

\$27/Mo., 48-Month Purchase Plan<sup>33</sup>

**E-VALUE CODE: 89071-500808**

#### EXTRA TOPPINGS Upgrade

6.4GB<sup>4</sup> Hard Drive, 96MB 100MHz SDRAM, 17" (16.0" viewable, .26dp) M780 Monitor

**ADD \$159**

**E-VALUE CODE: 89071-500810p**

### DELL DIMENSION XPS T450 PENTIUM III PROCESSOR AT 450MHz

- 96MB 100MHz SDRAM
- 6.4GB<sup>4</sup> Ultra ATA Hard Drive
- 17" (16.0" viewable, .26dp) M780 Monitor
- 16MB Diamond Viper nVidia TNT AGP Graphics
- 40X Max<sup>5</sup> Variable CD-ROM Drive
- Yamaha XG 64V Wavetable Sound
- harman/kardon HK-195 Speakers
- V90<sup>11</sup> PCI DataFax Modem
- Dell QuietKey Keyboard
- Logitech MouseMan Wheel (PS/2v)

★ **NEW 1 Year Dellnet ISP Service<sup>14</sup>**

**\$1399**

\$42/Mo., 48-Month Purchase Plan<sup>33</sup>

**E-VALUE CODE: 89071-500813**

## DELL INSPIRON™ NOTEBOOKS

**Common features:** 3D Surround Sound w/ Wavetable ♦ Lithium Ion Battery ♦ Virus Scan 4.02 ♦ Setup Video **Upgrades:** Canon BJC-50 Portable Printer, add \$349

### NEW DELL INSPIRON 3500 INTEL CELERON PROCESSOR AT 366MHz

#### Light Weight, Light Price

- 14.1" XGA Active Matrix Display
- 32MB SDRAM (256MB Max<sup>13</sup>)
- 4.8GB<sup>4</sup> Ultra ATA Hard Drive
- Modular 24X Max<sup>7</sup> Variable CD-ROM
- Modular Floppy Drive
- NeoMagic® MagicMedia™ 256AV AGP Video
- MS Works Suite 99 with Money 99 Basic

**\$1799**

\$54/Mo., 48-Month Purchase Plan<sup>33</sup>

**E-VALUE CODE: 89071-800817**

#### EXTRA TOPPINGS Upgrade

64MB SDRAM, 56K Capable<sup>11</sup> V.90 Fax Modem, Deluxe Nylon Case

**ADD \$199**

**E-VALUE CODE: 89071-800819**

### NEW DELL INSPIRON 7000 INTEL CELERON PROCESSOR AT 366MHz

#### Mobile Desktop

- 15" XGA Active Matrix Display
- 32MB SDRAM (384MB Max<sup>13</sup>)
- 4.8GB<sup>4</sup> Ultra ATA Hard Drive
- Removable Combo 24X Max<sup>7</sup> Variable CD-ROM and Floppy Drive
- 2X AGP 4MB ATI RAGE™ Mobility™ P 30 Video
- MS Works Suite 99 with Money 99 Basic
- ★ 64MB SDRAM (384MB Max<sup>13</sup>), add \$99
- ★ Internal 56K Capable<sup>11</sup> v.90 Fax Modem, add \$59.
- ★ Deluxe Nylon Carrying Case, add \$39.

**\$1999**

\$60/Mo., 48-Month Purchase Plan<sup>33</sup>

**E-VALUE CODE: 89071-800819**

Pricing not discountable. <sup>1</sup>Prices and specifications valid in U.S. only and subject to change without notice. <sup>2</sup>For a complete copy of Guarantees or Limited Warranties, write Dell USA L.P., Attn: Warranties, One Dell Way, Round Rock, TX 78682. <sup>3</sup>At-home or on-site service provided via service contract between customer and third-party provider, and is not available in certain remote areas. <sup>4</sup>Technician dispatched if necessary pursuant to phone-based troubleshooting with technical support personnel. <sup>5</sup>17X Min. <sup>6</sup>14X Min. <sup>7</sup>10X Min. <sup>8</sup>2X Min. <sup>9</sup>Download speeds limited to 53Kbps. Upload speeds are less (in the 30Kbps range) and vary by modem manufacturer. <sup>10</sup>Speeds also vary depending on line conditions. Analog phone line and compatible server equipment required. <sup>11</sup>Maximum RAM configurations require a factory installed 128MB SDRAM, which must be installed at time of initial purchase. <sup>12</sup>Includes 150 hours Internet access per month, with \$1.50 per hour charge for each hour (or fraction thereof) over 150 hours. Remote subscribers subject to an additional charge of \$4.95 for each hour of Dellnet service. Excludes applicable taxes and local/long distance telephone access fees and charges. <sup>13</sup>For Inspiron 3500 only. <sup>14</sup>Limit \$50 per household. Not valid with other Hewlett-Packard (HP) offers unless otherwise specified by that offer. Customer must mail in completed rebate coupon(s) and original or copy of receipt(s) dated from 7/4/99 to 10/2/99 for all products. Submissions must be postmarked no later than 11/2/99 and received no later than 11/16/99. Customer will receive rebate check, approximately 8-10 weeks after receipt of rebate materials. <sup>15</sup>Requires Windows 98. <sup>16</sup>While supplies last. Intel, the Intel Inside logo and Pentium are registered trademarks and Celeron is a trademark of Intel Corporation. MS, Microsoft, IntelliMouse and Windows are registered trademarks of Microsoft Corporation. 3Com is a registered trademark of 3Com Corporation. HP and DeskJet are registered trademarks of Hewlett-Packard Corporation. Trinitron is a registered trademark of Sony Corporation. ©1999 Dell Computer Corporation. All rights reserved.

**Are you Y2K OK? [www.dell.com/y2k](http://www.dell.com/y2k)**

<sup>33</sup>48-Mo. Purchase Plan offered through Dell Financial Services, L.P., 14050 Summit Dr., Austin, TX 78728, to qualified customers available in the 50 U.S. states and District of Columbia. Availability may be limited or offer may vary. Advertised payments are based on sales prices of equipment at 18.99% APR, with approved credit. Excludes taxes and shipping charges which vary (for example, based on sales price of desktop system, the total of sales taxes and shipping to 5 day ground to Hartford City, IN would be \$204.00 of \$109.95 and shipping charges of \$95.11). Taxes & duties with 1st payment unless included in the amount of which case your monthly payment will be higher.



Processor-based Systems) ♦ 3.5" Floppy Disk Drive ♦ 2 Universal Serial Bus (USB) Ports ♦ McAfee Windows® 98, Second Edition ♦ 3-Year Limited Warranty<sup>2</sup> ♦ 1-Year At-home<sup>3</sup> Service **Upgrades:** HP® add \$299 (\$50 HP Mail-in Rebate<sup>20</sup> Available) ♦ HP ScanJet 6200, add \$399 ♦ HP ScanJet 4200Cse, add \$199

#### NEW DELL DIMENSION XPS T600 PENTIUM III PROCESSOR AT 600MHz

- 128MB 100MHz SDRAM
- 13.6GB\* Ultra ATA Hard Drive
- 17" (16.0" viewable, .26dp) M7B0 Monitor
- 16MB Diamond Viper nVidia TNT AGP Graphics
- 40X Max<sup>5</sup> Variable CO-ROM Drive
- Turtle Beach Montego II A3D 320V Sound Card
- harman/kardon HK-195 Speakers
- 3Com® USR v.90<sup>11</sup> PCI Telephony Win Modem
- Dell QuietKey Keyboard
- Logitech MouseMan Wheel (PS/2v)
- ★ **NEW 1 Year DellNet ISP Service<sup>14</sup>**
- Orders accepted July 31, 1999.

# \$1899

\$57/Mo., 48-Month Purchase Plan<sup>33</sup>

◆ E-VALUE CODE: 89071-500818

#### NEW DELL DIMENSION XPS T600 PENTIUM III PROCESSOR AT 600MHz

- 128MB 100MHz SDRAM
- 13.6GB\* Ultra ATA Hard Drive
- 17" (16.0" viewable, .26dp) M7B0 Monitor
- 16MB 3DFX Voodoo3 3000D AGP Graphics
- BX Max<sup>10</sup> Variable DVD-ROM Drive
- Turtle Beach Montego II A3D 320V Sound Card
- ACS-340 Speakers with Subwoofer
- 3Com® USR v.90<sup>11</sup> PCI Telephony WinModem
- MS Natural Keyboard Elite
- Logitech MouseMan Wheel (PS/2v)
- ★ **NEW 1 Year DellNet ISP Service<sup>14</sup>**
- Orders accepted July 31, 1999.

# \$2199

\$66/Mo., 48-Month Purchase Plan<sup>33</sup>

◆ E-VALUE CODE: 89071-500821

#### NEW DELL DIMENSION XPS T600 PENTIUM III PROCESSOR AT 600MHz

- 128MB 100MHz SDRAM
- 27.3GB\* Ultra ATA Hard Drive
- 19" (17.9" viewable, .26dp) P990 Trinitron Monitor
- 32MB Diamond Viper 770D nVidia AGP Graphics
- BX Max<sup>10</sup> Variable DVD-ROM Drive
- **NEW** SoundBlaster Live! Value 512V Sound Card
- ACS-495 Speakers with Subwoofer
- 100MB Iomega Zip BUILT-IN Drive
- 3Com® USR v.90<sup>11</sup> PCI Telephony WinModem
- Dell QuietKey Keyboard
- Logitech MouseMan Wheel (PS/2v)
- ★ **NEW 1 Year DellNet ISP Service<sup>14</sup>**
- Orders accepted July 31, 1999.

# \$2899

\$87/Mo., 48-Month Purchase Plan<sup>33</sup>

◆ E-VALUE CODE: 89071-500828

#### PRE-LOADED SOFTWARE OPTIONS

##### Microsoft® Office 2000 Small Business Edition

Word 2000, Excel 2000, Publisher 2000, Outlook 2000, Small Business Financial Mgr. 2000 and Expedia Streets 2000.

##### Microsoft Works Suite 99:

Word 97, Encarta Encyclopedia 99, Money 99 Basic, Works 4.5a, Works Calendar, Graphic Studio Greetings and Expedia Streets 98.

#### SOFTWARE BUNDLES

##### NEW Fast Track Game Pack \$99:

Star Wars Rogue Squadron, Asteroids, Jack Nicklaus Golf 6.0, Monopoly, Grand Prix Legends

##### Quicken 99 Power Bundle \$79:

Quicken Deluxe 99, Quicken Financial Planner, Quicken Family Lawyer

♦ MS Windows98 Second Edition ♦ Touchpad ♦ 3-Year Limited Warranty<sup>2</sup> ♦ McAfee ♦ TargusDefcon Notebook Alarm, add \$49 ♦ APC Notebook Surge Protector, add \$29

#### DELL INSPIRON 7000 PENTIUM II PROCESSOR AT 366MHz

##### Mobile Desktop

- 15" XGA Active Matrix Display
- 64MB SDRAM (384MB Max<sup>13</sup>)
- 6.4GB\* Ultra ATA Hard Drive
- Removable Combo 24X Max<sup>7</sup> Variable CO-ROM and Floppy Drive
- 2X AGP 8MB ATI RAGE Mobility™ P 3D Video
- Internal 56K Capable<sup>11</sup> V.90 Fax Modem
- MS Works Suite 99 with Money 99 Basic
- ★ **NEW 1 Year DellNet ISP Service<sup>14</sup>**

add \$129

★ Inspiron 7000 Port Replicator, add \$149.

★ Upgrade to a Removable Combo 4X DVD-ROM and Floppy Drive, add \$129.

# \$2599

\$78/Mo., 48-Month Purchase Plan<sup>33</sup>

◆ E-VALUE CODE: 89071-800825

#### DELL INSPIRON 7000 PENTIUM II PROCESSOR AT 400MHz

##### Mobile Desktop

- 15" XGA Active Matrix Display
- 64MB SDRAM (384MB Max<sup>13</sup>)
- 10GB\* Ultra ATA Hard Drive
- Removable Combo 24X Max<sup>7</sup> Variable CO-ROM and Floppy Drive
- 2X AGP 8MB ATI RAGE Mobility™ P 3D Video
- 3D Surround Sound With Wavetable
- Internal 56K Capable<sup>11</sup> V.90 Fax Modem
- MS Office 2000 Small Business Plus Bookshelf

★ **NEW 1 Year DellNet ISP Service<sup>14</sup>**

add \$129

★ Inspiron 7000 Port Replicator, add \$149.

★ Removable 100MB Iomega Zip Drive, add \$139.

# \$2999

\$90/Mo., 48-Month Purchase Plan<sup>33</sup>

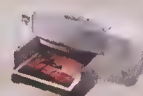
◆ E-VALUE CODE: 89071-800829

#### POWER UPGRADES

**RECEIVE \$50 OFF WITH MAIL-IN REBATE ON THIS HP PRODUCT WHEN PURCHASED WITH A DELL DIMENSION DESKTOP OR MONITOR OR DELL INSPIRON NOTEBOOK. OFFER EXPIRES 10/2/99.<sup>20</sup>**

##### NEW HP DESKJET 882C COLOR PRINTER

- Brilliant photo-quality printing on any paper
- Up to 9 ppm black, 6.5 ppm color
- Parallel or USB<sup>21</sup> connectivity

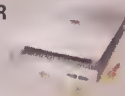


# \$299

◆ \$50 HP MAIL-IN REBATE<sup>20</sup> Available

##### NEW HP SCANJET 4200Cse SCANNER

- Push-button scanning and copying
- **USB<sup>21</sup>** connectivity for easy installation
- 600 dpi, 9600 dpi enhanced, 36-bit color



# \$199

##### APC SURGESTATION PRO8T2

- Helps protect your system against electrical surges
- 8 outlets with block spacing for 3 outlets
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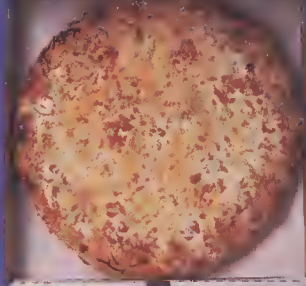
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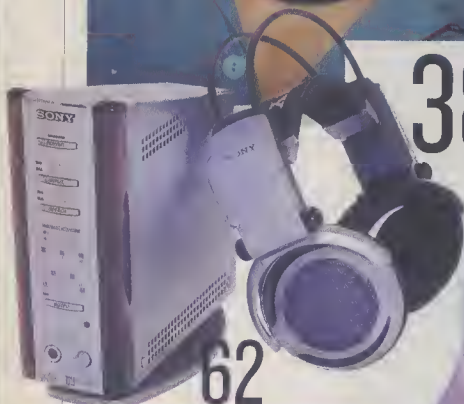
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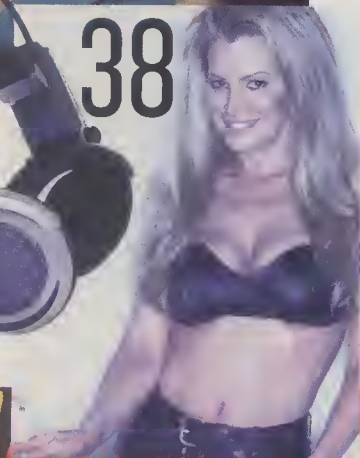
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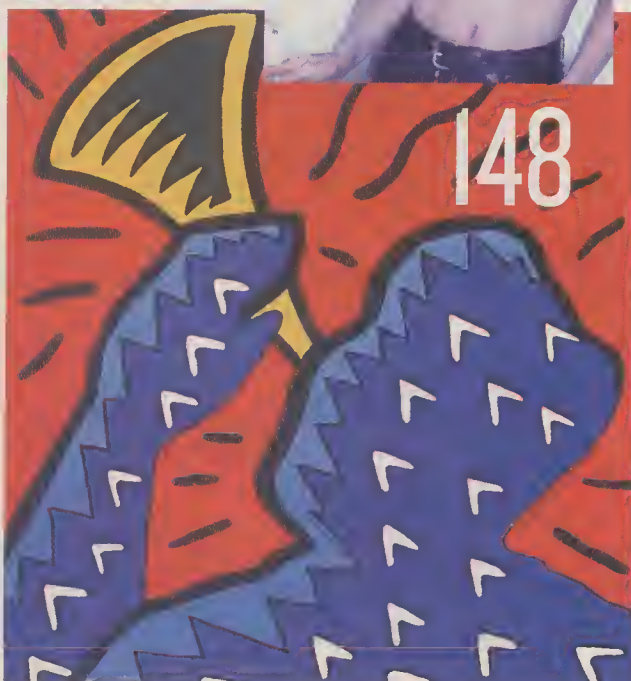
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# The Net & Us: Still Changing

**A**S WE APPROACHED OUR ANNIVERSARY (WE WERE BORN as a monthly three Septembers ago) the signs of rebirth were everywhere: We were planning our annual state-of-the-Net issue; we were counting down the days to the new millennium (along with every other warm-blooded, hype-producing creature alive); and we were planning to spring our redesign on you. More on that below.

First, this special issue: Here, in text and pictures, is our panoply of Americans—and, indeed, users throughout the world—as they embrace this new medium in their daily lives. Setting the scene for us, in “How the Net Changed America,” writer **JON KATZ** explores an extraordinary “Internet moment,” as we observe the Net flowing into the mainstream from every tributary of American life. Katz’s writing about the Internet, which has appeared in *Wired*, *Rolling Stone*, and other venues both off- and online, will appear regularly in these pages. More on *that* in a subsequent issue.

Now to the redesign: Readers who’ve been with us most of the way know that we grew as the Web did—quickly, in fits and starts, racing to keep up with new sites, new ideas, new launches. Net surfers also know that online, redesign usually happens every few months, or even weeks. Put the two together, and you have the reason for our new look. **GAIL GHEZZI**, our gifted art director ever since our first monthly issue, and I hired **MARIANA OCHS** to reshape the departments of the magazine under Ghezzi’s direction. Ochs, who has worked at Roger Black Inc. and at Condé Nast, says, “*Y-Life*’s phenomenal growth called for upgrading the design for a wider and more sophisticated audience, so our goal was primarily to create a

more consistent look throughout. By the use of clean and bold typography and graphic devices that make subtle reference to Web elements, we attempted to establish a unique visual brand for the publication. Of course, we felt that the magazine, as a guide to the Internet, should continue to be extremely user-friendly and easy to navigate.”

We’re delighted with the result: Both the front and back of the magazine have a consistency that is an evolution, not a revolution, from the original *Y-Life*. Besides integrating the front of the magazine, we’ve

moved the how-to section to the back of the book, added a Web digest up front that we’re calling “Cut & Paste,” and refashioned—and rethought—our review section, Web Guide. Edited from soup to nuts by senior editor **CREE MCCREE**, Web Guide divides Net resources into a half-dozen large categories. We will now review sites by the tasks they perform, so that readers can immediately

grasp what they’re good for. That’s a change from the traditional round-up-a-category-and-assess-every-site-you-can-find approach, but we’re convinced that briefly singling out quality and purpose in a Net service is what readers and users really want. This also gives our “beat” reporters in Web Guide the opportunity to cover such regular departments as travel, health, and finance in short anchor essays and dispatches.

Hope you like the issue and the new look. Let me know; I’ll be checking our e-mail.

*Barry Golson*

Barry Golson, Editor in Chief



**DESIGNS OF THE TIME:** From left, associate art director Lisa Brown; Luciana Garcia, of Mariana Ochs Design; art director Gail Ghezzi; associate art director Adam Fulrath; Mariana Ochs

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**WHAT DOES THIS MAGAZINE HAVE TO DO WITH YAHOO! THE DIRECTORY & PORTAL?**

Though we're linked by a licensing partnership, *Y-Life* is editorially independent. Online, you can of course click easily between our site [[www.yil.com](http://www.yil.com)] and Yahoo!'s

## OUR WEB SITE

**HOW DOES THIS MAGAZINE WORK WITH OUR WEB SITE?**

Very nicely. If you read *Y-Life* solely in print, you're getting only half the story. Our Web site [[www.yil.com](http://www.yil.com)] does for you daily what the magazine does monthly. In fact, it's your complete home base on the Web. You'll find expanded and enhanced versions of numerous articles from the magazine (and a full archive of past issues), as well as nine Web-only daily features, including:

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Stuck in a meeting, it's 6:15 pm. I'd better call that Italian place.



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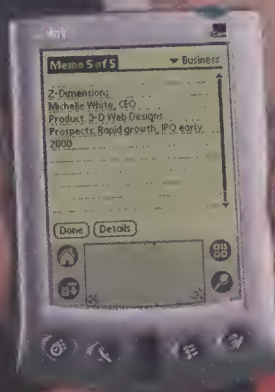
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Contributing Writers • Richard Butner, James Oliver Cury, Roger Ebert, Michael Freidson  
Dina Gan, Annette Hamilton, Karen L. Miller, Charles Pappas, Matt Richtel

**PUBLISHER** Paul J. Turcotte • New York • 212.503.4773 • [paul\\_turcotte@zd.com](mailto:paul_turcotte@zd.com)

Associate Publisher • Andrew B. Kramer • New York • 212.503.4782

Circulation Director • Steve Sutton • New York

Director of Marketing • Edward Whitaker • New York • 212.503.4709

Group Business Director • Eric Berk • New York • 212.503.4949

Business Analyst • Rita Hardial • New York • 212.503.5618

New York Sales Manager • Geoffrey P. Maresca • 212.503.4802

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Marketing Coordinator • Kevin McCabe • New York • 212.503.4711

Executive Assistant to the Executive Vice President, Publishing Director • Laura E. Eydelor • New York • 212.503.4702

Advertising Coordinator • Sherry Levy-Shallit • New York • 212.503.4822

Advertising Production Manager • Robyn L. Cohen (New York)

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Assistant to the Publisher • Stephanie Locurcio • New York • 212.503.4704

Sales Coordinators • Felicia Butler, Alison Fuller (New York)

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**EXECUTIVE VICE PRESIDENT, PUBLISHING DIRECTOR** Jim Spanfeller • [jim\\_spanfeller@zd.com](mailto:jim_spanfeller@zd.com)

### ADVERTISING OFFICES

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## BACKCHAT

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### DAVID BOWIE IS COOL

Pat White's attack on David Bowie last month ["Backchat," July '99, page 34] was so far off base I can't believe you even printed it. Mr. Bowie is the definition of cool and class. Heading into the digital world the next millennium is bringing, I think we could use a Renaissance man like David Bowie whose talents aren't reserved just for the keyboard and mouse.

My advice to White is to step away from the monitor, open the window (literally), and take a deep breath.

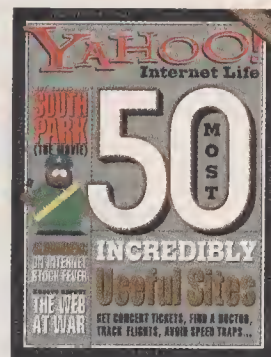
—Doug Drake

### LOTS OF GREAT GUYS HERE AT SENIORNET

Mr. Ebert, you've gotten me in a lot of trouble. I would like to thank you for mentioning SENIORNET [www.seniornet.com] in your column "The Net as Goddess" [July '99, page 72]. But if I didn't correct you on a couple of points, I won't hear the end of it. To characterize SeniorNet as a "matriarchy" does not give credit to the fine men whose diligent work and compassion have made it possible for SeniorNet to fulfill its non-profit mission.

Fully 58 percent of the instructors at SeniorNet's 150 Computer Learning Centers are senior men, and we appreciate the work they do just as much as the work done by the remaining 42 percent.

SeniorNet strives to be the leading online community for everyone over 50. As the first community of older adults on the Internet, it is SeniorNet's



responsibility to provide a forum that welcomes a diverse spectrum of adults who were neglected in the early days of the information revolution. The largest nonprofit organization training people over 50 how to use computers and the Internet, SeniorNet has spent the last 13 years proving that access, and not age, is the only barrier to computer literacy.

SeniorNet believes that the Internet's strength is its ability to bring people together, and that it becomes a better place as its population becomes more diverse. I have already heard from members wondering if "we need an affirmative action program for senior men" (to which other members have replied, "The only action required is that you guys affirm your presence a bit more frequently!").

—Ann Wrixon  
Executive director, SeniorNet

### I NEVER METASEARCH...

I enjoy your magazine and frequently recommend it to friends seeking information about the Web. I wonder if you've thought of making it required reading for your staff as well?

In the June '99 "Old

Way/Net Way" feature [page 134], David Sheff mentions spending 54 minutes and using six search engines in his unsuccessful search for the origin of the quote: "Friends are the family you choose." He could have saved himself a lot of time and frustration if he had read your February issue ["Metasearch Services," page 134], which recommends Metacrawler. A search using Metacrawler turned up the source of the quote at **ANDI'S FAVORITE QUOTES** [www.sas.upenn.edu/~ablipman/quotes5.html]. ("Your family is your unchosen friends, and your friends are your chosen family."—Erin Emmerling). I took your advice and now use Metacrawler in my work as a Web researcher. Just as you stated in February, it certainly is the best.

—Donna Reed

>> You did well finding this other quote, which may be the original version of the quote found so freely (and without attribution) on the Web. —Ed.<<

### ...THOUGH THEIR FRIENDS WERE NOT AT THE WEDDING

Regarding the quote mentioned in "Old Way/Net Way" in your June '99 issue [page 134], "Friends are the family you choose": It sounds as if it may have been found in a wedding-planning guide. Richard Bach expressed it more eloquently:

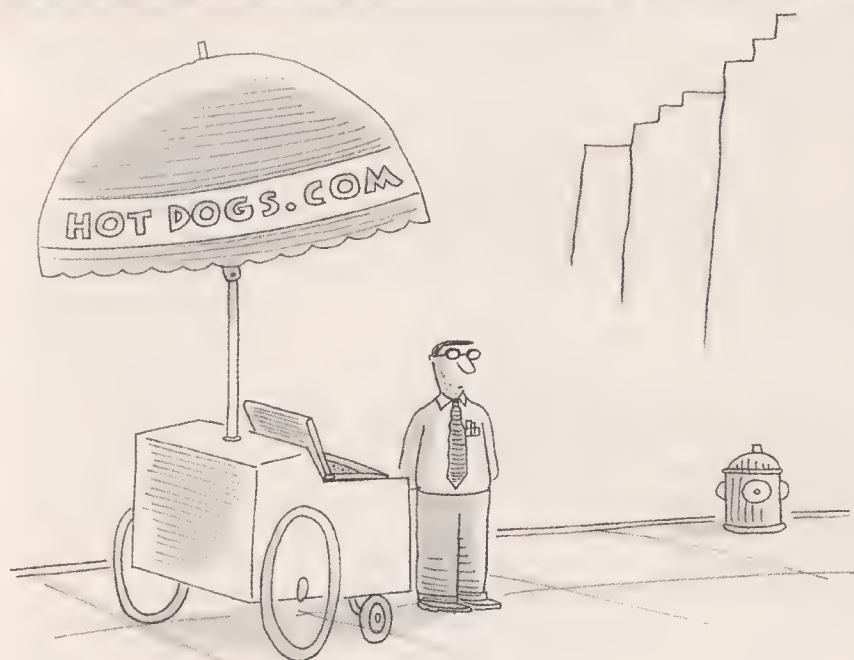
*The bond that links your true family is not one of blood, but of respect and joy in each other's life.*



LETTERS TO THE EDITOR: WRITE TO [BACKCHAT@ZD.COM](mailto:BACKCHAT@ZD.COM)

SITE GAG

BY MICK STEVENS



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We used this quote on our wedding announcement after we eloped.

—Pam and Nick T.

### TEEN APPEAL

Hey, I'd like to thank your magazine for the Web sites for teens like Bolt.com and the *South Park* sites ["Soul Food," July '99, page 88]. I'm glad that you guys think about us, too, when you publish the magazine. Keep up the great work!

—Marlaina Reese

### SET-TOPS POPPING UP

As a user of WebTV looking for an upgraded system, I was very interested in the article in your July issue by Annette Hamilton that mentions the Netris 3000 set-top box that will be available this fall ["Wedding Bells for the Net and TV?" page 76].

I contacted the folks at Stellar One who make the Netris 3000. They deny that their set-top units will be available to general-public consumers like the WebTV is. Instead, they said that the Netris 3000 would be available only through ISPs that choose to use them. This hardly sounds like a system that will be a big thing at Christmas.

Could you please find out more about this, and cover this topic again soon in the magazine?

—Jack Winn

>>Response from a spokesman for Stellar One: "Your reader is correct that the Netris 3000 will not be widely available by Christmas. However, at the rate ISPs are purchasing the Netris and setting up their interactive broadband services, don't be surprised if you see them start to pop up soon thereafter." —Ed.<<

### THESE MP3 LINKS ARE AMONG THE MISSING AND DEAD

On page 95 of your July '99 issue, you recommend the LYCOS MP3 SEARCH site [[mp3.lycos.com](http://mp3.lycos.com)] to your readers in the "50 Most Incredibly Useful Sites" article. I totally disagree with your selection. This site leads absolutely nowhere, only to dead links, with false reliability guides!

Next time, do some more research, and find out what would really catch the reader's attention, instead of going "commercial." Your readers might want to try AUDIOFIND [[www.allmp3.com](http://www.allmp3.com)].

—Ryan Organ

### A SIMPLER PLAN

Your solution of using an Internet site to transfer bookmarks ["E-Z User," July '99, page 56] is an example

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[campus.monster.com](http://campus.monster.com)

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[www.outsideliving.com](http://www.outsideliving.com)

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[www.sfnb.com](http://www.sfnb.com)

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of "throwing technology" at a simple problem. Using your method, one must log on to the Internet, download the file, then either 1) quit and restart the browser, or 2) select the downloaded bookmarks file to make use of it.

At my computer at work, I simply transfer my bookmarks file (*bookmarks.html*) to a floppy disk. Then, when I get home, I copy the bookmarks file to my home computer. When I open my browser, voilà!—my bookmarks are there. On the Macintosh, the bookmarks file is located at System Folder: Preferences: Netscape: Bookmarks.html.

—H.D. Morgan

## CONNECT WITH SMALL COLLEGES

Buried in the fine print of your "America's 100 Most

Wired Colleges" article [May '99] was a disclaimer on page 89 acknowledging that only a small pool of schools was actually surveyed.

That approach overlooks innovative work being done at hundreds of smaller, less widely known colleges around the country, including two in my state: Mayville State University and Valley City State University in North Dakota. Your survey missed the fact that they were among the first schools in the country to provide every faculty [member] and student with a computer, and are well known for their integration of computer technology into the classroom.

These schools, and others like them, are on the cutting edge of computer technology and education, but unfortunately your survey didn't

recognize them.

If you do another list next year, I hope you will survey all schools, including the less well-known ones that are breaking new ground in this field. Your readers will get a more complete picture, and I suspect you will produce a more interesting article as you discover some impressive examples of what smaller schools are accomplishing.

—Byron Dorgan

U.S. Senator, North Dakota

713 Hart Senate Office Bldg.

Washington, D.C. 20510

>>For our annual "America's 100 Most Wired Colleges" survey, we adapted—and greatly expanded—the list of competitive colleges and universities developed by our partners in this endeavor, Peterson's, the col-

lege experts. This year, we surveyed 33 percent more schools than in 1998, and we expect the survey to grow yet again in 2000 as colleges and universities continue to improve their network services. —Ed.<<

## WHY WAS MY COLLEGE NOT MENTIONED?

In the May issue of *Y-Life*, there is an article that evaluates and rates the colleges around the country for being computer- and online-literate ["America's 100 Most Wired Colleges," page 86]. While I found this article very interesting, I believe that you missed a key part of this subject. What about the colleges that offer online degrees to professionals?

I am a graduate student at the University of Phoenix. On

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page 98 of this issue, in "Degrees of Separation," Mark Frauenfelder states that in March, Jones International University became the first online-only institution to receive accreditation from a nationally recognized body.

The University of Phoenix has been an accredited school since 1978. For over five years, UOP has offered degrees online. Yet there is no mention of it anywhere in this article. *Newsweek*, *U.S. News & World Report*, and others have deemed UOP notable enough to discuss in their articles about online education. Why don't you?

I hope that this is just an oversight, and that you will publish a correction. Thank you for your time.

—David Redmond

>> *We singled out Jones International University as noteworthy because it exists solely online, whereas the University of Phoenix is one of the many colleges and universities that have online distance-learning programs (more than 200 institutions worldwide).* —Ed.<<

#### R-E-S-P-E-C-T, PLEASE!

It was quite a contrast, in a *Y-Life* issue focusing on college life, to find an article about becoming a minister in two clicks ["Congratulations, You're a Father!" May '99, page 120]. I wonder what the reaction would be if there were a means to become a medical doctor in two clicks, and for an extra \$5, become a surgeon.

Most Protestant denominations require a seminary degree before ordaining an individual to professional ministry. This requires four

years of college and three years of graduate study. A doctor of ministry degree involves additional graduate studies. Most individuals choosing this profession pay for this education and then earn far less than individuals with similar graduate studies.

In America, the Universal Life Church has a right to exist. But to grant an ordination to anyone asking for it is making mockery of those who choose the noble profession of ministry.

—Dr. Daniel Garrison

#### JOHN 3:16 REVISITED

I am responding to a letter in "Backchat" [July '99, page 32]: "It Takes a Whole Lot of Readers to Make a Magazine." I don't think that your writer, Michael Freidson, was taking aim at Christians, but at those who have misused John 3:16 at events like professional wrestling for purposes that are not Christian at all.

—Walter J. Jones

#### DEEP THROAT

I read "Backchat" in the June '99 issue. Upon reading Bob's comments on the meaning of the word *mensch* [page 33], I had this to add:

Dear Bob: Sorry, but as everyone who speaks Yiddish knows, *mensch* means "a very special person, usually a man." The literal meaning is a special moral and ethical human being, not just any person, but a person of great dignity and worth who can be respected. In my opinion, the Yiddish meaning applies. As usual, the German meaning is not as warm or descriptive as Yiddish.

One last comment: I am

unable to use Yiddish characters here, so I will transliterate into English as best I can: "*Shemen zich in dein veiten haldz*," which in Yiddish means, "You should be ashamed down to the bottom of your throat."

—Duane Marcroft

#### EXCELLENT JOB, AMIGOS

*Y-Life* is the best Internet magazine in the world. Here in Venezuela, we enjoy it and learn a lot of worthwhile things about the Net. We hope someday you'll include more content about Latin Web sites. It'll be great!

Best regards from Puerto la Cruz, Venezuela.

—Pedro A. Villarroel G.

>> *Check out our "Fiesta Latina" roundup of neat sites in our May '99 issue.* —Ed.<<

#### MP3S HAVE GOT TO BE FREE

In your April '99 issue, I was happy to see an article on the MP3 controversy ["The Great MP3 Wars," page 97]. The record companies need to realize that people download songs in MP3 format because they are free. Should people have to pay for them, they would quickly stop using them. I use MP3s to sample music before I buy; if I like at least three songs from one CD, then I will buy the CD, just for the convenience of not having to use my computer's resources to play my music.

MP3 is probably the best thing to happen to audio since the invention of the phonograph.

—Wil Kirwan

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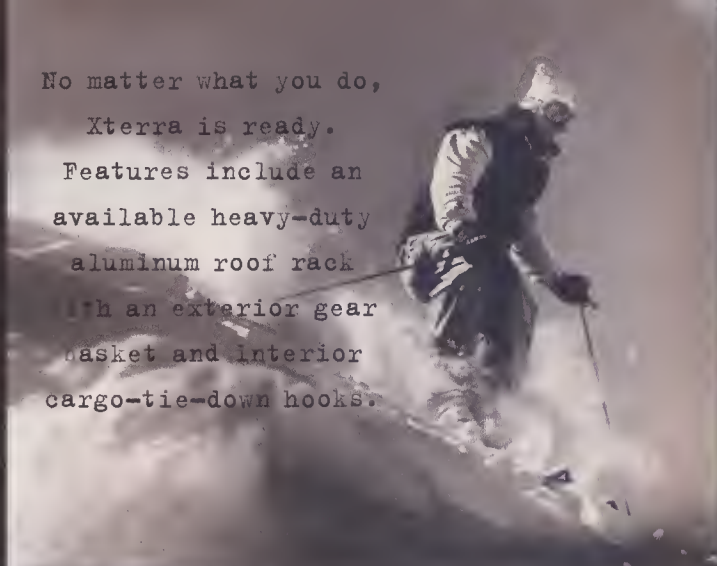
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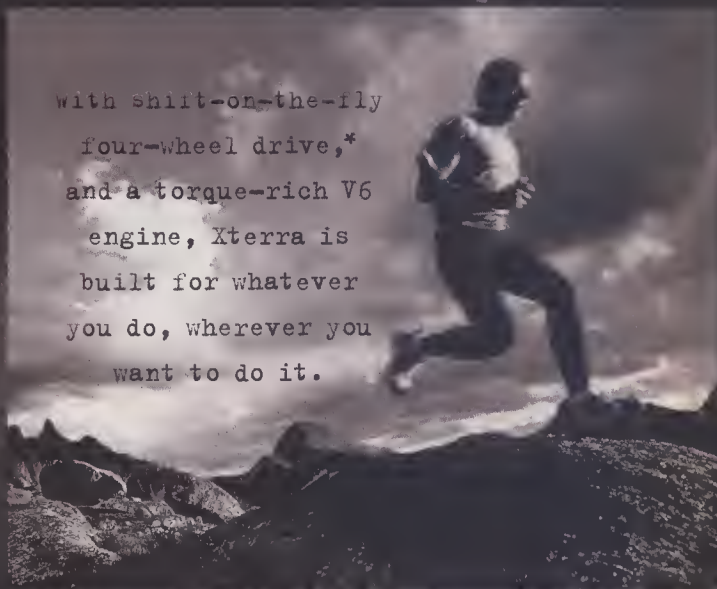
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# YAHOO!

## INTERNET LIFE

# SITE ADDRESS GUIDE

A TEAR-OUT INDEX OF THE URLS IN THIS ISSUE

## FEATURES

### HOW THE NET CHANGED AMERICA

(PAGES 96-128, 176)

- JESSENET [jesseventura.org]
- EBAY [ebay.com]
- ICQ [www.icq.com]
- HOTLINE CONNECT [hotlinesw.com]
- PETERME.COM [peterme.com]
- CAMWORLO [camworld.com]
- MEMEPOOL [memepool.com]
- ULTIMA ONLINE [uo.com]
- NFO INTERACTIVE [nfol.com]
- OEJA.COM [deja.com]
- ALTAVISTA [altavista.com]
- SLASHOOT [slashdot.org]

### HOW AMERICA USES THE NET

- DINER CAM [nj.com/dinercam]
- PEZ CENTRAL [geocities.com/SouthBeach/Marina/1595/pezcentral.html]
- EBAY [ebay.com]
- MEREDITHBROOKS.COM [meredithbrooks.com]
- WHITE BUFFALO TRADING COMPANY [whitebuffalotradingco.com]
- AUCTION PATROL [auctionpatrol.com]
- AGCAST [agcast.com]
- THRIFTY NICKEL WANT ADS ONLINE [thriftnickel.com]
- SIONEYIL.NET [sidneyll.net]
- THE KNOT [theknot.com]
- WEDDINGCHANNEL.COM [weddingchannel.com]
- KARAOKE WORLO OROER [clubs.yahoo.com/clubs/karaokeworldorder]
- SIMPLYSUNSHINE [geocities.com/broadway/booth/2207]
- WIDOWNET [fortnet.org/widownet]
- MY BELOVED MAGGIE [astro.lsa.umich.edu/users/jarvis/maggie]
- MCGAULEY'S TEXAS BOUNTY REWARD PAGE [rampages.onramp.net/mcgauley/bounty]
- ST. LOUIS CARDINALS [stlcardinals.com]
- GAMESVILLE [gamesville.com]
- JCREW.COM [jcrew.com]
- GAP ONLINE [gap.com]
- L.L. BEAN [llbean.com]
- AARDVARK PET [aardvarkpet.com]
- NETGROCER [netgrocer.com]
- FIRE AND EMS WEBRING [home.att.net/~bascott/ring.html]
- WOMEN ON WHEELS (SOARING EAGLES CHAPTER) [geocities.com/MotorCity/Downs/6391]
- VIKINGS MANIA [vikingsmania.com]

- HONORIA IN CIBERSPAZIO [cyberopera.org]
- MIKE KOSIOR'S HOME PAGE! [home.lci.net/~mak]
- PATRIOTS: SURVIVING THE COMING COLLAPSE [teleport.com/~ammon/gn/cover.htm]
- CNN INTERACTIVE [cnn.com]
- JAOEFREAK'S MIONIGHT ZONE [jadedfreak.com]
- OEF CON [defcon.org]
- CHRISTINE'S GENEALOGY WEBSITE [ccharity.com]
- NATIONAL OATA BOUY CENTER [www.ndbc.noaa.gov]
- ALASKA DIESEL ELECTRIC WEBSITE [www.northern-lights.com]
- WEBMO [webmd.com]
- ONELIST [onelist.com]
- JENZABAR.COM [jenzabar.com]
- FORENSIC ENTOMOLOGY [ourworld.compuserve.com/homepages/Sbullington]
- THE PET ARTHROPOD PAGE [www.key-net.net/users/swb]
- AT HOME WITH RICHARD [www.richardsimmons.com]

### THE VILLAGE PEOPLE

- ABORIGINAL ART & CULTURE CENTRE [aboriginalart.com.au]
- WILLY BOEYKENS SKYOIVING IMAGES [users.skynet.be/willyboeykens]
- BRASIL SOCCER PAGE [now.at/brsoccer]
- WOOL WORKS [woolworks.org]
- ICOMM [icomm.ca]
- MAKAF'S HOME PAGE [angelfire.com/me/Marck]
- CYBER INOIA ONLINE [ciol.com]
- THE VIRTUAL BRAIN TOUR! [members.trlpod.com/~msram]
- MICHAEL'S IRISH CYBER-PUB [indigo.ie/~dlacey/barmanpg.htm]
- THE TRAVELERS SITE [travelers.israel.net]
- YUKO OHGASHI PLAYS SOLO PIANO [yukopiano.com]
- LUIS MIGUEL RIONOA [angelfire.com/ri/rionda]
- SERGEI PYLAEV [freelyellow.com/members6/sergfin/sp]
- TEMPLE OF THE LOTUS [geocities.com/Athens/Delphi/6245]
- ARIZONA [geocities.com/SunsetStrip/Frontrow/1158]
- TALES OF THE FOREST [www.wildcoast.co.za/~marlusj/fortales/Forest02.htm]
- BOKUS.COM [bokus.com]
- BOO.COM [boo.com]

### THE NET IN BLACK & WHITE

- "THE EVOLUTION OF THE DIGITAL OIVIOE" [ecommerce.vanderbilt.edu/paper\_list.html]

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**DAILY DOUBLE DOWNLOAD:** Playful and practical shareware daily [www.doubledownload.com]

**ASK THE SURF GURU:** You've got questions; he's got all the answers [www.surf-guru.com]

**PRETTY STRANGE:** Sites your mother warned you about [www.prettystrange.com]

**YOUR YASTROLOGER:** Your daily Net horoscope [www.yastrologer.com]

**BACK ISSUES:** Every edition of Y-Life since the beginning [www.yil.com/filters/toc/masterlist.html]

**NET ESSENTIALS:** The bookmarks you must have [www.yil.com/essentials]

- NETNOIR [netnoir.com]
- MELANET [melanet.com]
- STARMEDIA [starmedia.com]
- U.S. CENSUS BUREAU [www.census.gov]
- ELECTRONIC URBAN REPORT [leebailey.com/eur]
- RAINBOW/PUSH COALITION [rainbowpush.org]
- POP+POLITICS [popandpolitics.com]

### GOLD STAR SITES: BUYING A CAR

(PAGES 130-134)

- MSN CARPOINT [carpoint.msn.com]
- AUTOCONNECT [autoconnect.com]
- AOL AUTO DECISION GUIDES: NEW CARS [aol.com/webcenters/autos/newcars.adp]
- AOL AUTO DECISION GUIDES: USED CARS [aol.com/webcenters/autos/usedcars.adp]
- EOMUND'S [edmunds.com]
- CARFINANCE.COM [carfinance.com]
- BANKRATE.COM [bankrate.com]
- INSWEB [insweb.com]
- BMW [bmwusa.com]
- MSN CARPOINT SURROUND VIDEO GALLERY [carpoint.msn.com/Gallery]
- CAR AND DRIVER ONLINE [caranddriver.com]
- CAR TALK@CARS.COM [cartalk.cars.com]



- ☐ **THIS MONTH'S GOLD STAR LINKS**  
[yil.com/goldstar]
- ☐ **LINKS TO ALL GOLD STAR SITES**  
[yil.com/golds]

### REPORT CARD: GRADING THE MAJOR NEW-CAR HUBS

- ☐ **MSN CARPOINT** [carpoint.msn.com]
- ☐ **AUTOBYTEL.COM** [autobytel.com]
- ☐ **AUTOWEB.COM** [autoweb.com]
- ☐ **CARSMART.COM** [carsmart.com]
- ☐ **AUTOVANTAGE** [autovantage.com]

### A CLOSER LOOK: USED CARS

- ☐ **AUTOCONNECT** [autoconnect.com]
- ☐ **AUTONATION USA** [autonationusa.com]
- ☐ **AUTO TRADER ONLINE**  
[www.traderonline.com/auto]
- ☐ **CARS.COM** [cars.com]
- ☐ **EXCITE CLASSIFIEDS & AUCTIONS**  
[www.excite.com/classifieds]

## COLUMNS

### CHARLES PAPPAS: SAFETY NET (PAGE 67)

- ☐ **AMERICANS FOR RESPONSIBLE ALCOHOL ACCESS** [araa.org]
- ☐ **FREE THE GRAPES!** [freethegrapes.org]
- ☐ **SAMS WINES + SPIRITS** [sams-wine.com]
- ☐ **LIQUOR BY WIRE** [liquorbywire.com]
- ☐ **KENDALL-JACKSON WINERY** [kj.com]
- ☐ **VIRTUAL VINEYARDS** [virtualvin.com]

## DEPARTMENTS

### CLICK! (PAGES 37-52)

- ☐ **CHARLIZE THERON BY LE LOUP**  
[geocities.com/FashionAvenue/6628]
- ☐ **DEJA.COM** [deja.com]
- ☐ **RICKY MARTIN FAN CLUB**  
[rickymartin.neptin.com]
- ☐ **BURNING MAN** [burningman.com]

### CLICK! NEWS

- ☐ **EMUSIC.COM** [emusic.com]

### CLICK! COMMUNITIES

- ☐ **TATTOOCAM.COM** [tattoocam.com]
- ☐ **YAHOO! CLUBS** [clubs.yahoo.com]
- ☐ **THEPALACE.COM** [thepalace.com]
- ☐ **ISLAMICITY** [islamicity.org]

### CLICK! FORWARD

- ☐ **FOR LOVE OF THE GAME**  
[universalpictures.com/forloveofthegame]
- ☐ **THE THOMAS CROWN AFFAIR**  
[mgm.com/thethomascrownaffair]
- ☐ **STAN AND JUDY'S KID** [wbr.com/sandler]
- ☐ **AIR** [source.astralwerks.com/alr]
- ☐ **FADING AD CAMPAIGN** [frankjump.com]
- ☐ **X-FILES CHAT** [ultimatetv.com/interact/chat/rooms/xfiles.html]
- ☐ **NEWSEUM RADIO** [freedomforum.org/freeradio/welcome.asp]
- ☐ **INFINITY FACTORY** [streetsound.pseudo.com/infinity]
- ☐ **STUDIO-I** [chat01.asylum.com/studio-i]
- ☐ **ONLINE PSYCHIC READINGS** [talkcity.com/calendar/events/event3666.html]
- ☐ **SPOTTED FRIDAY MORNING**  
[acmepet.com/chat]
- ☐ **LATE NIGHT FRIDAY DVD CHAT**  
[dvdtalk.com]
- ☐ **WELLNESS WITHIN** [worldwithoutborders.com/calendar/well.shtml]
- ☐ **E! ONLINE** [eonline.com]

### CLICK! SHOPPING

- ☐ **LEEALLISON.COM** [leeallison.com]
- ☐ **DOONEY & BOURKE** [dooney.com]
- ☐ **BROOKS BROTHERS** [brooksbrothers.com]
- ☐ **BUZZ** [www.getabuzz.com]
- ☐ **EBAY** [ebay.com]
- ☐ **MALMSTROM HUMMER**  
[malmstromhummer.com]

### CLICK! GAMES

- ☐ **TOTAL ENTERTAINMENT NETWORK**  
[ten.net]
- ☐ **HAPPYPUPPY** [happypuppy.com]
- ☐ **WON** [won.net]
- ☐ **SMALL WORLD TENNIS**  
[tennis.smallworld.com]
- ☐ **VAMPIRE: THE MASQUERADE--**

**REDEMPTION** [www.4.activision.com/games/vampire]

- ☐ **GET THE PICTURE** [bezerk.com]
- ☐ **3D ACTION PLANET** [3dactionplanet.com]
- ☐ **GAME PC** [www.gamepc.com]

### CLICK! HOME & OFFICE

- ☐ **PHOTOS TOGO** [photostogo.com]
- ☐ **CRYSTAL CRUISES** [crystalcruises.com]
- ☐ **ROOMS WITH A CLUE**  
[forbes.com/tool/toolbox/clue]
- ☐ **ICANBUY** [icanbuy.com]
- ☐ **NETLIBRARY** [netlibrary.com]
- ☐ **VARSITYBOOKS.COM** [varsitybooks.com]
- ☐ **BESTBOOKBUYS.COM** [bestbookbuys.com]
- ☐ **I-WATCH** [thomsoninvest.net/iwatch]
- ☐ **OUTDATED MEDICAL TERMS**  
[www.buss.co.uk/sfs/diseases.htm]
- ☐ **THE GOTHIC HIKING PAGE**  
[waningmoon.com/hike]
- ☐ **TARTAN SHOPPING MALL** [www.ibmpcug.co.uk/-ecs/mall/malla.html]

### CLICK! ATTITUDE

- ☐ **TURN OF THE CENTURY**  
[www.atrandom.com/kurtandersen]
- ☐ **SEARS** [sears.com]
- ☐ **ZIPLABS** [zipaudio.com]
- ☐ **ASK JEEVES** [askjeeves.com]

### CLICK! CHARTS

- ☐ **MEDIA METRIX** [mediametrix.com]
- ☐ **YAHOO! CHAT** [chat.yahoo.com]
- ☐ **ZDNET SOFTWARE LIBRARY**  
[www.hotfiles.com]
- ☐ **AMAZON.COM** [amazon.com]
- ☐ **CDNOW** [cdnow.com]
- ☐ **STARCHIEFS** [starchefs.com]
- ☐ **ARTNET.COM** [artnet.com]
- ☐ **TICKETMASTER ONLINE**  
[ticketmaster.com]

### CUT & PASTE (PAGES 56-58)

- ☐ **I LOVE "OUR MISTER COLLINS"** [www.mcsweeneys.net/1999/06/28/collins.html]
- ☐ **THE AFRO IN HISTORY**  
[hecklers.com/afros]
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- **LOONY BOON** [feedmag.com/essay/es218\_master.html]
- **TIMOTHY LEARY: INFORMER**  
[thesmokinggun.com/leary/tlstatement1.shtml]
- **WWII PROPAGANDA POSTERS**  
[openstore.com/posters]
- **ARCHIE MCPHEE: GLOW STUFF**  
[www.mcphee.com/bigindex/index.html#glow]
- **DAILY NET BUZZ** [netbuzz.com]

#### COOL TOOLS (PAGES 60-62)

- **YAMAHA** [yamaha.com]
- **HELIO** [myhello.com]
- **SONY** [sony.com]
- **SHARK MULTIMEDIA**  
[www.sharknm.com]

#### TOUCHED BY THE NET (PAGES 74-76)

- **ADL DIGEST** [addigest.com]
- **ELOERWEB** [elderweb.com]
- **WOMEN'S SPORTS FOUNDATION**  
[womenssportsfoundation.org]
- **20ISH PARENTS** [20ishparents.com]
- **JEWISHGEN** [jewishgen.org]
- **HURRICANE: STORM SCIENCE**  
[www.miamisci.org/hurricane]

#### INCREDIBLY USEFUL SITES

(PAGES 78-80)

- **THE CYBERCAFE SEARCH ENGINE**  
[cybercaptive.com/cybercaptive]
- **ONE/ASSET: THE SMARTMONEY ONE ASSET ALLOCATION SYSTEM**  
[smartmoney.com/si/tools/oneasset]
- **NATIONAL PUBLIC SCHOOL AND SCHOOL DISTRICT LOCATOR**  
[nces.ed.gov/ccdweb/school]
- **USOA: FARMER'S MARKETS** [www.ams.usda.gov/farmersmarkets/map.htm]
- **MARK'S APOLOGY NOTE GENERATOR**  
[net.indra.com/~karma/formletter.html]
- **LIVES, THE BIOGRAPHY RESOURCE**  
[members.home.net/klanxner/lives]
- **VICTORIA'S SECRET: THE BRA SALON**  
[victoriassecret.com/vsc/html/brasalon/siz\_calc]

- **PROPERTY ASSESSMENTS ONLINE**  
[www.people.virginia.edu/~dev-pros/Realestate.html]
- **QUARTERBACK PASSER RATING CALCULATOR** [primecomputing.com/javaqbrl.htm]
- **TYPOOROME**  
[www.absurd.org/jb/typodrome]
- **CEO EXPRESS!** [ceoexpress.com]
- **BLACKJACKINFO.COM** [blackjackinfo.com]
- **DRINKSIOI.COM** [drinksioi.com]
- **BABY BITS** [babybits.com]
- **WEBTRANSLATOR** [ourworld.compuserve.com/homepages/DennisRe/wt\_info.html]
- **COMPUTE!** [telusplanet.net/public/bigbill]

#### OLD WAY/NET WAY (PAGES 86-88)

- **MARIN HOMES** [www.marinij-homes.com]
- **BAREIS MLS** [www.bareis.com]
- **REALTOR.COM** [realtor.com]
- **INTERNATIONAL RESCUE COMMITTEE** [www.intrescom.org]
- **SUPPORT THE INTERNATIONAL COMMITTEE OF THE RED CROSS**  
[helpicrc.org]
- **TELEPHONE AREA CODE FINDER**  
[mmiworld.com/statelists.htm]

#### Y-LIFE INTERVIEW: INTERNET 'MIDWIFE'

(PAGES 90-94, 176)

- **IVILLAGE.COM** [ivillage.com]

#### PRETTY STRANGE (PAGE 178)

- **LLOYD & TREVOR KRIEGLER'S WORLD OF SWEATERS!** [chickenhead.com/features/sweaters]
- **CELEBRITY PRANK PHONE CALLS**  
[word.com/gigo/celebrityprankphonecalls]
- **TIPPER GORE'S GUIDE TO OATING OOS & OONT'S** [geocities.com/CapitolHill/6806]
- **CIRQUE OE CLICHÉ** [www.jps.net/petista]
- **ACME VAPORWARE** [acmevaporware.com]
- **PRETTY STRANGE SITE OF THE DAY**  
[prettystrange.com]

## WEB GUIDE

#### ENTERTAINMENT & SPORTS

(PAGES 150-156)

- **HBO'S THE SOPRANOS** [hbo.com/sopranos]
- **SECONO SHIFT: HOMICIDE.COM**  
[nbc.com/homicide]
- **QUIPS AND QUOTES FROM ALLY**

**MCBEAL** [galileo.fapenet.org/~lush/ally/isms.html]

- **CANCER FAN'S X-PHILE TOP TEN HUMOR PAGE** [geocities.com/Area51/Labyrinth/4694/cancerfantop10.html]
- **THE ELECTRONICA PRIMER**  
[www.plato.nl/e-primer]
- **GLOBAL RAVE INFORMATIONAL OATABASE** [www.hyperreal.org/raves/grld]
- **RAVEOATA** [www.ravedata.com]
- **SPINMASTERS ONLINE** [spinmasters.com]
- **FLY.ART** [hem2.passagen.se/clan303]
- **FACETS** [www.facets.org]
- **BEST VIDEO** [bestvideo.com]
- **VIDEO WASTELANO**  
[slaughter.net/VideoWasteland]
- **NETFLIX.COM** [netflix.com]
- **US OPEN 1999** [www.usopen.org]
- **USA NETWORK** [usanetwork.com]
- **CBS SPORTSLINE TENNIS**  
[cbs.sportsline.com/tennis]
- **TENNIS.COM** [www.tennis.com]
- **THE DAILY SOCCER** [dailysoccer.com]
- **ATL WORLD SOCCER NEWS**  
[www.worldsoccernews.com]
- **INTERNATIONAL SOCCER SERVER**  
[sunsite.tut.fi/rec/riku/soccer.html]
- **SOCCERNET** [soccernet.com]

#### HEALTH & FITNESS (PAGE 157)

- **AMERICAN CANCER SOCIETY** [cancer.org]
- **CANCER TREATMENT CENTERS OF AMERICA** [cancercenter.com]
- **CENTERWATCH CLINICAL TRIALS LISTING SERVICE** [www.centerwatch.com]
- **THE YOGA SITE** [yogasite.com]
- **YOGA PATHS** [spiritweb.org/Spirit/Yoga/Overview.html]
- **YOGA ANAND ASHRAM** [santosha.com]
- **YOGACLASS.COM** [yogaclass.com]

#### MONEY & SHOPPING (PAGES 158-160)

- **FINAID!** [findaid.org]
- **FASTWEB.COM** [fastweb.com]
- **THE U.S. DEPARTMENT OF EDUCATION: STUDENT FINANCIAL ASSISTANCE** [ed.gov/findaid.html]
- **U.S. NEWS ONLINE .EQU**  
[usnews2.worldweb.net/usnews/edu]
- **YAHOO! OFFICE SUPPLIES**  
[shopping.yahoo.com/office]
- **OFFICE DEPOT** [officedepot.com]

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- ☐ **CLASSROOMDIRECT.COM** [classroomdirect.com]
- ☐ **MIKE'S DIGITAL CAMERA PAGE** [ctaz.com/~mlynch]
- ☐ **ZONET DIGITAL CAMERAS: AN EQUIP GUIDE** [zdnnet.com/equip/filters/subguides]
- ☐ **PC PHOTO REVIEW** [pcphotoreview.com]
- ☐ **CNET SHOPPER** [shopper.com]
- ☐ **20-20CONSUMER** [20-20consumer.com]

### LIFESTYLE & COMMUNITY

(PAGES 162-163)

- ☐ **ZAGAT SURVEY** [zagat.com]
- ☐ **RESTAURANTROW.COM** [www.restaurantrow.com]
- ☐ **DINE.COM** [dine.com]
- ☐ **CUISINET** [cuisinet.com]
- ☐ **HOMEARTS.COM SHELTER** [homearts.com/shelter]
- ☐ **BH&G GUIDE TO HOUSE AND HOME** [bhglive.com/househome]
- ☐ **WAVERLY: YOUR INTERIOR DESIGN** [decorationwaverly.com]
- ☐ **ASK ADAM** [askadam.com/education/math/tutoring]
- ☐ **INFOPLEASE.COM KIDS' ALMANAC HOMEWORK CENTER** [kids.infoplease.com/homework]
- ☐ **ABOUT.COM: HOMEWORK HELP** [homeworkhelp.about.com]

### TRAVEL & RECREATION (PAGES 166-167)

- ☐ **THE ONLINE VACATION MALL** [onlinevacationmall.com]
- ☐ **NATIONAL SCENIC BYWAYS ONLINE** [byways.org]
- ☐ **SPA-FINDERS SPASOURCE** [spafinders.com]
- ☐ **INN SEEK BY CITY** [1-888-Inn-Seek.com/citysearch.htm]
- ☐ **GORP: GREAT OUTDOOR RECREATION PAGES—NATIONAL PARKS** [gorp.com/gorp/resource/US\_National\_Park/main.htm]
- ☐ **L.L. BEAN PARK SEARCH** [lbean.com/parksearch]
- ☐ **YAHOO! PARKS** [parks.yahoo.com]
- ☐ **THE NATIONAL PARK SERVICE: PARKNET** [nps.gov]
- ☐ **BEAR ETIQUETTE** [3bears.net/yosemite/bears]
- ☐ **COUNTRY WALKERS** [countrywalkers.com]
- ☐ **THE WALKING CONNECTION** [walkingconnection.com]

- ☐ **GOING PLACES!—WALKING TOURS FOR WOMEN** [goingplacetours.com]
- ☐ **RADICAL WALKING TOURS OF NEW YORK** [he.net/~radtours]
- ☐ **A LOVE OF MONSTERS** [aardvarkelectric.com/gargoyle]
- ☐ **WALKING BY HENRY OAVIO THOREAU** [glue.umd.edu/~pdouglas/walking.html]

### LEARNING & CREATIVITY

(PAGES 168-169)

- ☐ **ANCESTRY.COM** [ancestry.com]
- ☐ **MYFAMILY.COM** [myfamily.com]
- ☐ **ROOTSWEB** [rootsweb.org]
- ☐ **WORLOGENWEB** [worldgenweb.org]
- ☐ **ANCESTORS** [www2.kbyu.byu.edu/ancestors]
- ☐ **YAHOO! SENIORS' GUIDE: SOCIAL SECURITY DEATH INDEX** [seniors.yahoo.com/seniors/genealogy]
- ☐ **WEBSURFER'S GUIDE TO BALLROOM DANCE** [come.to/ballroomdance]
- ☐ **THE US SWING DANCE SERVER** [simon.cs.cornell.edu/Info/People/aswin/SwingDancing]
- ☐ **ERNESTO'S TANGO PAGE** [members.ping.at/kdf-wien/tango]
- ☐ **DANCE WITH ME DANCE LESSONS: SALSA** [www.spe.sony.com/movies/dancewithme/dancesalsa\_eng.html]
- ☐ **SALSA DANCE PATTERNS** [www.sirius.com/~frankr/salsa\_patterns.htm]

## WEB USER

### FIND IT (PAGE 171)

- ☐ **THE ORIGINAL TOTALLY FREE STUFF** [totallyfreestuff.com]
- ☐ **COOL FREEBIES!** [coolfreebies.com]
- ☐ **FREE2TRY** [free2try.com]
- ☐ **FREE CENTER** [freecenter.com]
- ☐ **FREEBIES, BARGAINS & CONTESTS** [freebargain.com]
- ☐ **FREESHOP** [freeshop.com]
- ☐ **CYBERGOLO** [cybergold.com]

### NEAT NET TRICKS (PAGE 171)

- ☐ **INTERNET CALL MANAGER** [internetcallmanager.com]
- ☐ **THE COMPLETE HTML TEACHER** [users.skynet.be/sky88639/software.htm]
- ☐ **NEAT NET TRICKS** [www.neatnettricks.com]

### LEARN IT (PAGE 172)

- ☐ **ADOBE PHOTOSHOP 5.0 TRYOUT** [www.adobe.com/newsfeatures/tryadobe/main.html#photoshop]
- ☐ **ORAW PLUS INTRO** [ftp://194.72.223.157/dplintro.exe]
- ☐ **WINFILES.COM SHELL AND DESKTOP TOOLS** [winfiles.com/apps/98/shelldesk.html]
- ☐ **WINOOWBLINOS** [stardock.com/products/windowblinds]

### TRY IT (PAGE 173)

- ☐ **MAILSTATION** [www.cidco.com]
- ☐ **MAILBUG** [www.mailbug.com]
- ☐ **JVC** [www.jvc.com]
- ☐ **SHARP** [sharp-usa.com]
- ☐ **POCKETMAIL** [www.pocketmail.com]

### WEB TOOLBOX (PAGE 173)

- ☐ **WHALEMAIL** [www.whalemail.com]
- ☐ **98LITE** [98lite.net]
- ☐ **WHAT IS 98LITE?** [98lite.net/98lite.html]
- ☐ **SHOCKWAVE.COM** [shockwave.com]
- ☐ **E-BIZ IN A BOX** [e-bizinabox.com]

### BUY IT? (PAGE 173)

- ☐ **JUNO** [juno.com]

### SEARCH ALERT (PAGE 174)

- ☐ **ALTAVISTA** [altavista.com]
- ☐ **ASK JEEVES** [askjeeves.com]
- ☐ **GOTO.COM** [goto.com]
- ☐ **SEARCH ENGINE WATCH** [searchenginewatch.com]

### SURF GURU (PAGE 174)

- ☐ **REALPRODUCER G2** [www.real.com/products/tools]
- ☐ **MUSICMATCH JUKEBOX 4.0** [musicmatch.com]
- ☐ **MEDIAUPGRADE.COM** [mediaupgrade.com]
- ☐ **YAHOO!** [yahoo.com]
- ☐ **EXCITE** [excite.com]
- ☐ **GO NETWORK** [go.com]
- ☐ **HP INSTANT DELIVERY** [instant-delivery.com]
- ☐ **ASK THE SURF GURU** [www.surf-guru.com]

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Everywhere you look there's a URL (especially when you're looking at this page). So if you're not online, or you're currently paying every month for the privilege, now's your chance. A year's Internet access<sup>1</sup> is included with Gateway Essential PCs with a base configuration value of \$999 or more. And with our Your:Ware<sup>SM</sup> program, you make low monthly payments and after two years, you can trade your PC in toward the purchase of a new one.<sup>2</sup> Okay, now tear out this card and carry it around for inspiration.



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GCS-200 Speakers by Cambridge SoundWorks

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64MB SDRAM

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EV700 17" Monitor (15.9" viewable)

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16MB NVIDIA™ RIVA TNT™ AGP Graphics

---

13.6GB Ultra ATA Hard Drive

---

40X Max² Variable CD-ROM

---

SoundBlaster AudioPCI 64D

---

GCS-200 Speakers by Cambridge SoundWorks

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56K³ Internet/Fax Modem

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Mid-Tower Case

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**16MB 3Dfx® Voodoo™3  
3000G AGP Graphics**  
13.6GB Ultra ATA 66 7200 RPM  
Hard Drive  
6X DVD-ROM Drive & MPEG2 Decoder  
SoundBlaster® AudioPCI™ 64D  
**Boston Acoustics® BA735™ Digital  
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Service\*\*

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Intel Pentium III Processor 550MHz  
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128MB SDRAM  
VX900 .26 Screen Pitch 19" Monitor  
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AGP Graphics**  
13.6GB Ultra ATA 66 7200 RPM  
Hard Drive  
6X DVD-RDM Drive & MPEG2 Decoder  
SoundBlaster AudioPCI 64D  
**Boston Acoustics BA735 Digital  
Speakers w/ Subwoofer**  
3Com U.S. Robotics 56K<sup>3</sup>  
PCI Voice WinModem  
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AGP Graphics**  
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Hard Drive  
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128MB SDRAM  
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Ultra AGP Graphics**  
TV/FM Tuner Card  
27.3GB Ultra ATA 66 7200 RPM  
Hard Drive  
6X DVD-RDM Drive & MPEG2 Decoder  
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**SoundBlaster Live!Value  
with Digital Audio Output**  
**Boston Acoustics Digital  
MediaTheater™ Dolby® Digital  
Speakers w/Subwoofer**  
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Elmo's Preschool Deluxe  
Dr. Seuss: The Cat in the Hat  
Reader Rabbit's Reading

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Super Solvers® Mission T.H.I.N.K.™  
The ClueFinders™: 4th Grade Adventures  
Reader Rabbit's Math Ages 6-9  
Arthur's™ Computer Adventure  
Schoolhouse Rock: Grammar Rock®  
Madeline™ Thinking Games Deluxe

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## KidBuilder '99 Grades 5-8

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Pioneer Adventures  
The Princeton Review Algebra 1  
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Positioning Satellite)

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Rand McNally StreetFinder®  
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If you know how  
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# click!

PEOPLE, PLACES, AND TRENDS ON THE NET 09.99

EDITED BY RON BEL BRUNO

## NETOBSESSIONS

**CHARLIZE THERON** The South African beauty is familiar with 28 languages, and we can't help but wonder if HTML is one of them.

Start @: **CHARLIZE THERON BY LE LOUP** [geocities.com/FashionAvenue/6628]

Y-QUOTIENT: 85



**ONLINE POLLS** You've always had something to say. Now a bunch of news, entertainment, and discussion hubs actually care. Start @:

**DEJA.COM** [deja.com]

Y-QUOTIENT: 95

**RICKY MARTIN** The man who lives *la vida loca* has driven surfers crazy, too, especially during recent chat appearances. Start @:

**RICKY MARTIN FAN CLUB** [rickymartin.neptin.com]

Y-QUOTIENT: 90

Y-quotient=Yahoo!+AltaVista tallies+Click Clique's impeccably good taste.



://memorable site of the month

## Burn This

**A**FTER 30 YEARS OF WOODSTOCK REMINISCENCES AND restagings, it's time we move on—to Nevada's Black Rock Desert, in fact. That's home camp for the **BURNING MAN** festival [burningman.com] (August 30–September 6), a celebration of arts and crafts and community that culminates with

the sacrifice-by-bonfire of a 50-foot-tall wooden man. "It is, like cyberspace, a frontier in which individuals can exercise remarkable freedoms," organizer Larry Harvey has said, and indeed all types are welcome. The event

draws both techies from "the Valley," as well as clothing-shy hippies, and such free spirits as the costumed festivalgoer pictured above. Last year, 15,000 people made camp at Black Rock. "For me," writes one visitor, "Burning Man is about freedom, community, love, giving, independence, and self-exploration." Hey, now, we're with that. —M.F.

### quotables

"I don't understand the technology, and I never will....But you don't have to. You have to understand what it can do for you."

—RUPERT MURDOCH'S practical take on the Net.

THE CLICK CLIQUE: STEVEN J. BENNETT, JAMES OLIVER CURY, OEAN FOUST, MICHAEL FREIDSON, LYNN GINSBURG, DAVID KUSHNER, REUBEN MANESS, KAREN L. MILLER, MARC SALTZMAN. WRITE TO [CLICK@ZO.COM](mailto:CLICK@ZO.COM).



://lifestyles of the well connected

# The Guy Must Be Crazy

Or so they said. But this Net music maker's been right all along

**P**eople thought that Gene Hoffman Jr., the 23-year-old president and CEO of **EMUSIC.COM**, was insane when he launched an online-only record label

early last year. But he and partner Robert Kohn had visions of a future when the Internet could help—not hurt—the music business. “The real value of [legal] downloadable music is the ability to easily copy it,” says Hoffman. “You start talking about having your whole CD collection in your car. This could grow the market and not cannibalize it.” For his part in this CD-to-Net movement, Hoffman from the start has offered his label as an alternative music



source for both fans and artists. He kicked off the company's catalog with *Frank Black and the Catholics* from indie-rock artist Frank Black. Now, having expanded that list to include more than 10,000 downloadable songs, Emusic.com offers whole albums by everyone from funkster Bootsy Collins to quirky pop band They Might Be Giants. In addition, Emusic.com recently landed the digital distribution rights to the Epitaph Records catalog, which includes the Offspring and Tom Waits. And perhaps not surprisingly, Hoffman is proudest of the fact that his company was first: “They can't take that away from you.” —**J.O.C.**

## WEBSTATS

**58 PERCENT**

The portion of the Web's total content *not* indexed by 11 prominent Web search engines, according to the NEC Research Institute (NECRI).

**800 MILLION**

The estimated number of pages that exist on the Web, indexed or not, according to NECRI estimates.

**1.5 PERCENT**

The total share of pornography on those 800 million pages. Most of the Web—83 percent—is made up of commercial material, says NECRI.

## ROLL OUT YOUR RED CARPET

*The Thirteenth Floor*, a recent (and forgettable) cyberthriller, was also the Net's first “virtual premiere.” How it works: Legions of mouse-clicking fans interact with celebrities at “the real thing” via their chosen avatars. Does this setup make the grade? Here's our take—you decide. —**M.F.**

### REAL

You can see if Salma's are real.

You can talk to Joan Rivers about your outfit.

You walk the red carpet and feel like a star.

The paparazzi might catch you in a revealing pose.

Jean-Claude Van Damme, who never misses a free movie, can't understand your lavish praise. No, not because of bad Web audio—it's just that you're speaking *English*.

You get to see *The Thirteenth Floor*, saving nine of your hard-earned dollars.

### VIRTUAL

You can look up her measurements online.

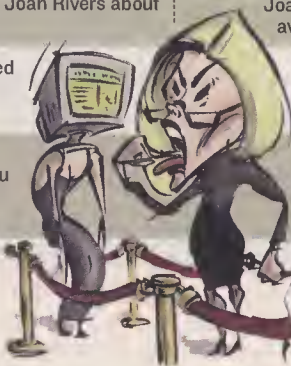
Joan Rivers calls your avatar a “trashy bitch.”

You sit on a Berber rug and eat SnackWell's.

The Webcam has already caught you in a revealing pose.

Jean-Claude Van Damme, who never misses a free movie, has a hard time reading your text. This is because he has a hard time reading, period.

You get to miss *The Thirteenth Floor*, saving two hours of your life.



## NETBRIEFS.09/99

DISPATCHES FROM THE WEB WORLD

**A FITTING TRIBUTE.** When news of the disappearance of John F. Kennedy Jr.'s plane hit the wires, AOL created dozens of message boards and chat rooms to accommodate mourning surfers.

At their peak, messages were being posted at a rate exceeding one per second.

Call it “modern mourning,” says an AOL spokesperson. “Not since Diana have we seen anything like this.” AOL is archiving these messages for posterity....**LEGGO**

**MY HOME PAGE.** After Yahoo!

acquired GeoCities recently, it revised the latter's terms of service to read that members' home pages would become the

“perpetual and irrevocable” property of Yahoo!, and that the company could “use, reproduce, modify...and distribute” members' content at will. Members protested;

Yahoo! has since backed off....**EASY**

**LISTENING.** OK, your best friend told you he's cheating on his wife, but does he want the entire Web to know? AOL

discovered that users of its Shoutcast do-it-yourself audio broadcasting site were posting recordings of private cell-phone

conversations as entertainment. AOL removed the illegal recordings in response to privacy concerns....**BRACE YOUR-**

**SELF** for more cute baby snapshots. AOL 5.0, due later this year, will include welcome-screen access to You've Got Pic-

tures, a service from Kodak and AOL that lets users who get their film developed at participating photo shops receive digital

prints in their AOL mailboxes....**EVEN**

**THE “QUEEN OF THE INTERNET”**

**ISN'T SAFE** from Net-sploitation. Cindy Margolis, whose (scantly) clothed body

has for more than three years been the most downloaded

image of a person, recently filed a lawsuit against three Web site operators

who claimed to have nude photographs of her. Margolis says these sites have

abused her image, reputation, and “unsuspecting

fans.” —**M.F.**





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## CAMWATCH

### TATTOOCAM.COM

Peek in on the action—for a price—at Dover, New Jersey's Tattoo 46 shop. That's where a few entrepreneurial piercers and scar artists are hard at work mounting belly-button rings and inking hearts on biceps for all the world to see (new live images appear every minute). If



that's not enough to pique your interest, perhaps you would

like to peruse the provocative tattoo photo gallery (serpents and clowns are as popular as ever). A mere \$10 keeps you in this select company for three months. We're talking a lot of smoldering anchors and festering mermaids, all in living Web color. Coming soon: CircumcisionCam?

## CLUBSCENE



The most popular communities at **YAHOO! CLUBS** [clubs.

yahoo.com].

- 1 HANSON
- 2 BOYFRIEND AND GIRLFRIEND ALLEY
- 3 MARRIED AND FLIRTING
- 4 A PEN PAL CLUB
- 5 'N SYNC OFFICIAL CLUB
- 6 DAYTRADERS
- 7 YAHOO! PEN PALS CLUB
- 8 INTERNET STOCK NEWS
- 9 REAL TIME STRATEGY
- 10 SOUTH PARK

## Webville

Y-LIFE'S TRAVELS THE WEB'S MOST NOTABLE SETTLEMENTS

BY DAVID KUSHNER

### Imagine how lame Web chats would

be if you had to see the people on the other end of the line. There'd be no mystery or intrigue, no way to believe that you're communing with, say, Pamela, when in truth it's Tommy. Still, it's good to attach an avatar (for the uninitiated, that's a cartoonlike character) to the name, even if it's not vaguely related to the persona with which you're chatting. At 4 years of

age, **THEPALACE.COM** is one of the oldest and largest avatar sites, where surfers and their alter egos chat through comic strip-inspired word balloons. It's a shrewd idea: Give chatters something to look at without sacrificing the fantasy of wondering how their fellow chatters really appear. And there's obvious appeal here, for the Palace is now a hub for hundreds of avatar chat communities, from the Hotel Serenity (for New Agers) to Yas's Palace (for residents of Osaka, Japan). There's even an academic subculture among Palace sites—reflected in a recent \$150 million investment in a college distance-learning project—and a feature that lets surfers build their own free Palace rooms.

But reality can bite hard in this virtual fun house when the Palace chambers take on less-than-palatial qualities. Our primary gripe? Rooms often get too crowded and chaotic to inspire anything more than the typical gee-whiz meat-market banter

that constitutes any old text-based chat. But hey, if that's your bag, you'll probably dig the

cultural values and traditions? At **ISLAMICITY** [islamicity.org], a sprawling site made by and for the faithful, surfers curious about this complex culture can glean a little information on customs and rituals. Its ongoing multilingual discussions range from the expected (the fate of the Islamic faith in postwar Kosovo) to the relatively picayune (the ethics of amateur boxing for Muslim women): "It is [wrong] for Muslims to hit each other in the face without



**MECCA:** Gain a better understanding of Islam at IslamiCity.

Palace's expanded vistas; if not, perhaps you should save your appreciation of word balloons for the Sunday funnies.

### THE POLITICS OF ISLAM

often makes for some dramatic newspaper headlines. But how well apprised are you of its many

provocation," posts one member. "While kickboxing is a very healthy aerobic activity, this is not an appropriate sport for orthodox Muslims." Hmm... we wonder if this kind of talk offends Muhammad Ali's sensibilities. You'll most likely come away with some interesting insights, though the formidable language barrier here may at some point (such as when you're trying to divine the site's daily RealAudio Netcasts of prayers from Mecca) hinder this otherwise enlightening cultural experience.





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# Up & Coming

Y-LIFE'S ARTS & LEISURE ROUNDUP

BY MICHAEL FREIJOSON AND DALTON ROSS



## FILM

Earlier this year, *Y-Life's* loyal correspondents reported movie audiences breaking out in laughter at the sight of **Kevin Costner** in trailers for the ill-fated *Message in a Bottle*. But a Costner baseball film is usually a safe box-office bet. The baby-boomer hunk returns to the mound in *For Love of the Game* as Billy Chapel, an over-the-hill pitcher who reflects on the strikeouts of his life. Why the crisis? Well, if both your girlfriend (**Kelly Preston**) and your baseball team of 18 years (the Detroit Tigers) ditched you simultaneously, you might be a little thrown yourself. Plus, he's losing his hair. Expect director **Sam Raimi**, known for the gory series *Evil Dead*, to tickle (rather than tug at) your heartstrings. The film's site [[universalpictures.com/](http://universalpictures.com/)]

**'68 AFFAIR REKINDLED:** Rene Russo in *The Thomas Crown Affair* (above). Bad boy Sandler (right).

forloveofthegame] sports behind-the-scenes footage, an on-set diary, and photos of Costner in uniform....Elsewhere at the multiplex: **Pierce Brosnan** may not have a license to kill in *The Thomas Crown Affair*, but that doesn't stop him from masterminding an ingenious art heist in this remake of the 1968 classic that starred **Steve McQueen** and **Faye Dunaway**. Find an impressive collection of facts about Impressionist painters, art theft, and forgeries, as well as more film propaganda at the official site [[mgm.com/thethomascrownaffair](http://mgm.com/thethomascrownaffair)].

## CDs

On previous albums, **Adam Sandler** has expressed love for a goat, extolled the joys

of Hanukkah, and lamented his "piece of s— car." Now the Grammy nominee is back with *Stan and Judy's Kid*, a record of sketches and songs that's sure to offend, despite Sandler's newfound movie-star status. Find out more at the album's official Web spot [[wbr.com/sandler](http://wbr.com/sandler)], where you can chat with other fans and subscribe to a newsletter....Speaking of airheads, this month brings yet another re-release. In this case, the French techno band **Air's** previously out-of-print EP, *Premiers Symptomes*, includes two songs not on the original album. **Nicolas Godin** and **Jean Benoit Dunckel**, whose tranquil beats on last year's *Moon Safari* were as mesmerizing as they were danceable, also add an enhanced version of "Le Soleil Est Pres de Moi." Play the song on your CD-ROM and view a documentary video. Clips of that, as well as a complete discography and a live concert simulcast, can be found online at Air's newly pumped-up site [[source.astralwerks.com/air](http://source.astralwerks.com/air)].



## ART

Sometimes the most interesting art isn't

found anywhere near a museum. Photographer **Frank H. Jump's** Web site, **FADING AD CAMPAIGN** [[frankjump.com](http://frankjump.com)], is an online gallery of "found" 19th- and 20th-century advertising painted on the sides of office and apartment buildings. Just proves that all of the world is one big canvas.

## Y-LIVE

### SUNDAYS

#### X-FILES CHAT

Discuss the show as it airs. [ultimatetv.com/interact/chat/rooms/xfiles.html](http://ultimatetv.com/interact/chat/rooms/xfiles.html)

### MONDAYS

#### NEWSEUM RADIO

A weekly look at alternative-press happenings. [freedomforum.org/freeradio/welcome.asp](http://freedomforum.org/freeradio/welcome.asp)

### TUESDAYS

#### INFINITY

**FACTORY** Conspiracy theories, UFOs, other oddities. [streetsound.pseudo.com/infinity](http://streetsound.pseudo.com/infinity)

### WEDNESDAYS

#### STUDIO-I

The latest gossip and tidbits from a Hollywood insider. [chat01.asylum.com/studio-i](http://chat01.asylum.com/studio-i)

### THURSDAYS

#### ONLINE

#### PSYCHIC READINGS

Mary Beth Wrenn looks at your tomorrow, today. [talkcity.com/calendar/events/event3666.html](http://talkcity.com/calendar/events/event3666.html)

### FRIDAYS

#### SPOTTED

**FRIDAY MORNING** For dalmatian lovers. [acmepet.com/chat](http://acmepet.com/chat)

#### LATE NIGHT FRIDAY DVD CHAT

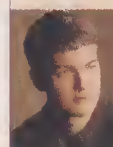
Where DVDers obsess. [dvdtalk.com](http://dvdtalk.com)

### SATURDAYS

#### THE WELLNESS

**WITHIN** Discuss healing. [worldwithoutborders.com/calendar/well.shtml](http://worldwithoutborders.com/calendar/well.shtml)

## overheard on the net



**Q: What kind of girl are you looking for?**  
**A: A girl with a pulse.**

**JOSHUA JACKSON** (Pacey on *Dawson's Creek*) fields surfers' probing questions at E! Online [[online.com](http://online.com)]





**SURGEON GENERAL'S WARNING:** Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.





## 1 COOL CRAVATS

Attention addicts may grow to dislike casual Fridays once the compliments start rolling in for these handmade, 100 percent woven-silk neckties (\$75). Designer Lee Allison's online store [[leeallison.com](http://leeallison.com)] raises the bar on fun-yet-elegant Net-themed designs, including binary code (ones and zeros), and e-mail (@, .com, .org, .net, .edu, and .gov). A perfect gift for your Alley or Valley friends when their companies go public.

## 2 LIKE A GLOVE

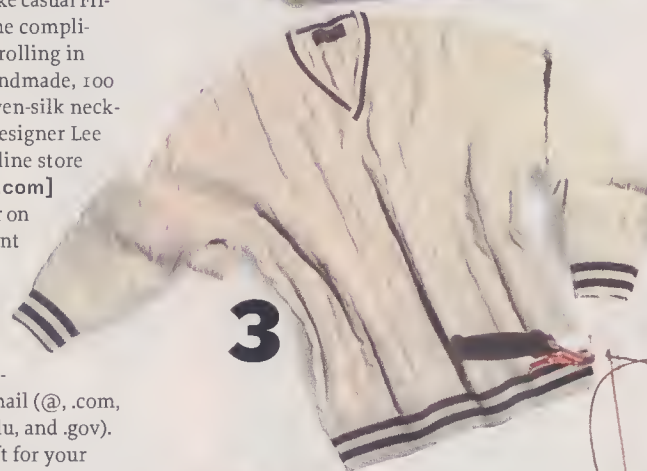
Isn't it about time for your naked Palm III (see Home/Office, page 48) to get a little travel wardrobe? Dress your faithful navigator in a supple **DOONEY & BOURKE** [[dooney.com](http://dooney.com)] lizard (\$125) or alligator (\$225) case. Just call it a pretty deluxe accessory.

2



## 3 RETURN TO EAST EGG

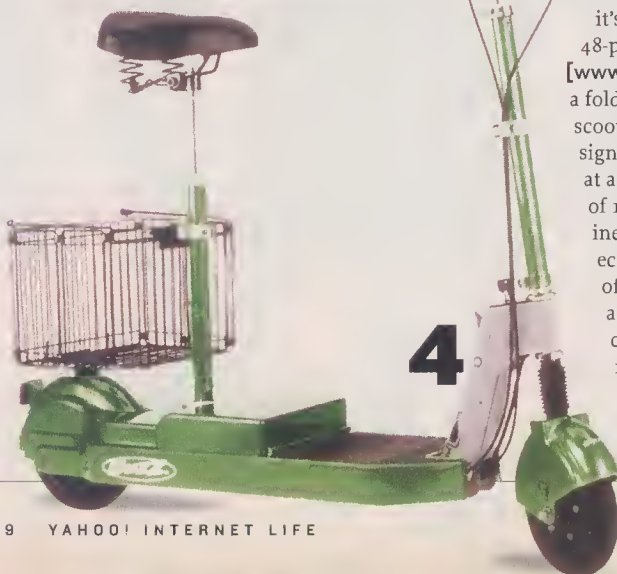
Accept no mall-store impostors: The folks at **BROOKS BROTHERS** [[brooksbrothers.com](http://brooksbrothers.com)] were making traditional prep wear when the grandfather of J. Crew's oldest salesperson was cranking the Model T. Evoke the spirit of Jay Gatsby's East Egg estate with cotton V-neck cabled classics: the tennis sweater (at left; \$69.50), or the golf course-inspired vest (\$59.50). Hey, it worked for Redford.



3

## 4 WHIZ KID

What comes in "blue cool," "red hot," and "lime fresh," and is a compact source of energy? Sounds like M&Ms, but it's actually the 48-pound **BUZZ** [[www.getabuzz.com](http://www.getabuzz.com)], a foldable electric scooter (\$649). Designed for off-roading at a maximum speed of 15 mph, it's an inexpensive, ecofriendly way of tooling around a campground, a campus, an island retreat, or the Donald's estate the next time you visit.



4

## SHOPSMARTER

All you need is your pager and a lust for bidding to track auctions at **EBAY** [[ebay.com](http://ebay.com)]. The auction site's free Bid Notification service lets bidders know when they've won—or are being outbid—and informs sellers when they have a buyer. In phase two of this wireless upgrade, you'll be able to place bids from two-way pagers as well. We'll keep you posted.

## AT THE AUCTIONS

Long before stereo systems sported stark digital readouts and lots of plastic, audio components housed more gauges, fluttering needles, and glowing dials than a '39 DeSoto. Case in point: The circa 1970s **Marantz 120 AM/FM tuner**, which was put on the block recently at eBay for \$150.



## I CAN BUY WHAT ON THE NET?

Consider trading in the minivan for something new from **MALMSTROM HUMMER** [[malmstromhummer.com](http://malmstromhummer.com)], such as the four-door wagon (\$82,421). If it was good enough for General Schwarzkopf, it should be good enough for you.



PHOTOGRAPHS (EXCEPT HUMMER): THOM O'CONNOR



PEOPLE'S FIELD TEST

#

9240



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## MULTIPLAYER PICKS

The five most popular games at Total Entertainment Network

- 1 SPADES
- 2 EUCHRE
- 3 HEARTS
- 4 BINGO EZ WIN
- 5 SOLITAIRE

Rankings reflect downloads at ten.net.



## TOPDEMOS

The five most popular game at HappyPuppy

- 1 STAR WARS: EPISODE I—THE PHANTOM MENACE
- 2 STAR WARS: EPISODE I RACER
- 3 BATTLECRUISER 3000AO V2.0
- 4 HALF LIFE: TEAM FORTRESS
- 5 QUAKE 3 ARENA TEST

Rankings reflect downloads at happypuppy.com.

## TIPSHEET

### NOEL WADE (AKA "HELLBRINGER")

a 21-year-old computer technician from Auburn, Washington

**FAVORITE GAME:** id Software's *Quake III* Test Demo, on the **WON** [won.net].

#### 1. Know thy map.

You need to understand the architecture and "flow."

#### 2. Know thy weapons.

See how much you need to "lead" your target to hit him, determine your weapons' relative refiring speeds, and establish the damage values.

#### 3. Know thine enemy.

People come and go on a server all the time, but most people will keep consistent movement patterns. The key is being able to predict your opponent's move.

#### 4. Know thy sounds.

Lots of people don't ever stop running around for a moment to listen for their opponents.

//news makers

## Games Rock

No, it doesn't just sound like Yes, it is Yes...and Bowie, and...

**D**o you have the guts to admit your long-standing boredom with the "music" accompanying even your favorite game titles? Whether or not you fess up, publishers are getting the message. In fact, such triple-A talents as the cyberstruck David Bowie and members of the '70s supergroup Yes are now honing sound tracks for Eidos's *Omikron* and Sierra's *Homeworld*, respectively. Yes frontman Jon Anderson sees it as the fruition of an inevitable convergence: "We always wanted to do something like this, and when I was scribbling down ideas for what a Yes game would be like, Sierra told us about *Homeworld*. It's a perfect fit." *Homeworld*, a space simulation/strategy game, uses as its backdrop a universe-wandering crew's attempted return to its home world. Meanwhile, Bowie is busy penning eight original songs for the upcoming *Omikron: The Nomad Soul*, an action/adventure game. The self-described "Chameleon of Pop" will also "play" a role in the actual game. "For me, the idea of producing a sound track for anything involved with computer entertainment was a real magnet," says Bowie.



**MAJOR PLAYER:** Bowie joins a handful of artists who are lending their star power to game sound tracks.

He and Yes are hardly alone in these new online ventures: Cypress Hill has laid down tracks for Interplay's *Kingpin* as well. And in case your media wheels are turning fast today, yes: Companion videos to these works are just around the corner. As a bonus, get to the end of Shiny's *MDK* game for a special visual treat.

## GAMINGROUNDUP

// NEW TITLES, SITES, AND SERVICES ON THE GAMING FRONT

### MORE NET ON NET

The U.S. Open is upon us, and Small World Sports, an online fantasy-games site, is hosting a free online tennis game [tennis.smallworld.com] marking the occasion. Predict winners in each round of the tournament, earn points for correct picks, and then cash them in for prizes. Now that's love, baby. **Free; PC and Mac**

### MAN, THIS SUCKS

Activision's upcoming *VAMPIRE: THE MASQUERADE—REDEMPTION* [www4.activision.com/games/vampire], a deliciously dark and epic role-playing game, chronicles a vampire's 800-year (un)life. The online component adds cooperative play

and a build-your-own-world option that also lets you swap your creations with other Type A (or O) gamers. **Price: \$49.95; PC only**

### THE INKBLOT TEST REVISITED

So you've played and fallen for *You Don't Know Jack*, but now you're seeking something more right-brained? **GET THE PICTURE** [bezerk.com], Berkeley Systems' latest Bezerk Entertainment Channel offering, asks gamers to challenge other players to create clever captions for an ever-

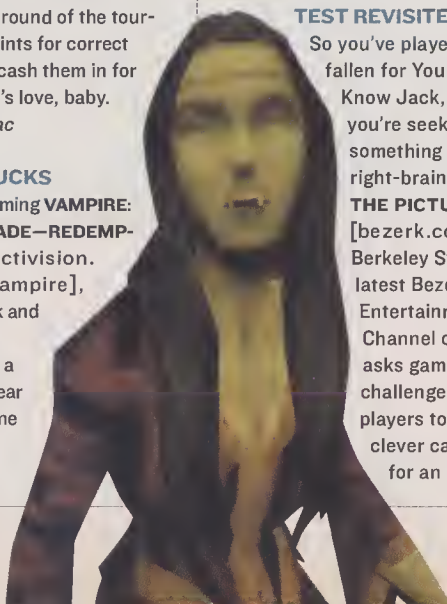
changing array of hilarious pictures. **Free; PC only**

### INTERPLANETARY TRAVEL

From the creators of the immensely popular *PlanetQuake* Web community comes **3D ACTION PLANET** [3dactionplanet.com]. This grander news, reviews, and files hub caters to the entire action-gaming scene without sacrificing the kind of deep coverage that made the original Planet sites such a success. **Free; PC and Mac**


### THE RIGHT STUFF

Those looking to buy a PC with intense joystick time in mind should check out **GAME PC** [www.gamepc.com], a combination gamers' zine and store. Recommended systems range from the \$1,500 Paladin to a blistering \$4,500 Game King Game Rig. —**M.S.**







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## NETSAVERS

**TOOLS.** No matter how hard you toil with homegrown ways to dress up your Web page, sometimes a few professional photographs are all you need to do the trick. **PHOTOS TOGO** [photostogo.com] has the shots you need, and they can be licensed for either business or personal use. Subjects in its quickly growing gallery range from "animals" to "vintage." The prices (\$5 for personal use, \$19 for commercial) are competitive with those at other outlets. —S.J.B.

**TRAVEL.** Kathie Lee may be all smiles in those Carnival Cruise Lines commercials, but what happens when she wants to e-mail Frank, the kids, and, of course, Regis? On **CRYSTAL CRUISES**

[crystalcruises.com], a leading cruise line that sails everywhere from the Caribbean to the Red Sea, she could be e-mailing the family with her own custom address. It costs \$5 to set up an account before you set sail, and \$3 per message sent from the high seas. Meanwhile, for those traveling on terra firma, *Forbes* magazine's **ROOMS WITH A CLUE** [forbes.com/tool/toolbox/clue] helps you locate a cyberfriendly hotel. Its list of wired lodgings spans 67 countries, from Argentina to the United Arab Emirates. For each hotel, *Forbes* lists business services provided (including PC rentals), the local power voltage, and phone-jack type. Don't worry: Once we get settled in at the Hyatt Regency Aruba, you'll get an e-mail. —D.F.

**MONEY.** Now, even kids' allowance payments have moved to the Web. At **ICANBUY** [icanbuy.com], parents deposit money into a debit or savings account set up at the site for their kids. Junior can then log on and allocate his riches. Options include a deposit into an interest-bearing account, a donation to charity, or online purchases at 17 iCanBuy retail partners, including eToys.com and Outpost.com. The site provides articles and chats that promote responsible money management. Where was the Web when we needed it? —D.F.

:// on campus

## Beer Money

Web bookstores may have college kids funneling textbook funds to other expenses



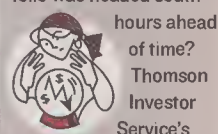
Given the country's placid political landscape of late, there isn't much for college students to revolt against—except high textbook prices. Knowing this, some savvy Web booksellers are out to quell the ire of cash-strapped collegians. **NETLIBRARY** [netlibrary.com] electronically publishes titles from several college-textbook publishers and university presses (including McGraw-Hill, New York University, and Cambridge University Press). Users, who pay \$9.95 for a 90-day membership, "check out" a digital copy of the text they need for up to eight hours. The downside? Only one user can check out a copy of an "eBook" at a time, though the library does stock multiple copies. If that seems odd, it's because publishers selling to NetLibrary prefer the printed-



page analogy of one copyright per book; thus, NetLibrary buys a limited number of copyright licenses. If renting does not appeal to you, NetLibrary lets you buy and download titles at the publisher's full list price. For those to whom the concept of e-books still rings hollow, **VARSITY BOOKS.COM** sells the kind of book you can read under a tree in the quad. Varsity offers 400,000 best-sellers and textbooks online, as well as titles from the course-reading lists of more than 80 colleges, arranged by department and professor. Finally, **BESTBOOKBUYS.COM**, a search engine created specifically for searching both online college and commercial bookstores, helps you find bargains amid the stacks. Now you can cry tears of happiness—not destitution—into your Friday afternoon beer. —L.G.

## STREETBEAT

Who wouldn't want to know if his or her portfolio was headed south—



hours ahead of time? Thomson Investor Service's free **I-WATCH** site [thomsoninvest.net/iwatch] is the closest thing to a Wall Street crystal ball. I-Watch monitors AutEx, a private messaging system that big Wall Street traders use. As these brokers attempt to sell off or accumulate unusually large blocks of stock on behalf of their clients (mostly mutual-fund managers and other Wall Street pros), I-Watch charts which stocks are being offered or sought. Its graphs provide a leading indicator of how a company's shares are likely to perform in the coming hours. Pretty slick. —D.F.

## EXTREEMELY SPECIALIZED

**OUTDATED MEDICAL TERMS**  
[www.buss.co.uk/sfs/diseases.htm]

**THE GOTHIC HIKING PAGE**  
[waningmoon.com/hike]

**TARTAN SHOPPING MALL**  
[www.tbmpcug.co.uk/-ecs/mall/malla.html]





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### NEW ON DVD

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HOLY MAN	2342301
APT PUPIL	2324606
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THE LAND BEFORE TIME	0582205
THE OUTLAW JOSEY WALES	0616607
PAULIE	2256006
RETURN TO PARADISE	2316305
SIMON BIRCH	2326205
SOLOIER	2318806
VELVET GOLDMINE	2343200
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BRIOE OF CHUCKY	2322402
KINGPIN-DIRECTOR'S CUT	2341105
MIGHTY JOE YOUNG (1998)	2324309
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PLEASANTVILLE	2321206	PRACTICAL MAGIC-PREMIERE COLLECTION	2313609	THE PARENT TRAP (1998)	2283901
WILDTING	2247609	THE DEVIL'S ADVOCATE	2179802	ROD STEWART: STORYTELLER	0479105
TOMBSTONE	1254200	PULP FICTION	1430008	STEVIE WONDER: SONGS IN THE KEY OF LIFE	2342004
AIR FORCE ONE	2160000	RONIN	2313007	BACKDRAFT	0559005
CITY OF ANGELS (SPECIAL EDITION)	2254308	JOHN CARPENTER'S VAMPIRES	2314003	DIRTY DANCING (REMASTERED)	2277101
BLADERUNNER: THE DIRECTOR'S CUT	1097906	THE THOMAS CROWN AFFAIR	0715300	GOODFELLAS	0969808
TOMORROW NEVER DIES	2201705	ROUNDERS (1998)	2318707	THE MAN IN THE IRON MASK (1998)	2233609
SMALL SOLDIERS	2274405	JACKIE CHAN'S FIRST STRIKE	2089902	JUMANJI	1918002
STARGATE-SPECIAL EDITION (L8X)	1956101	FRANK SINATRA "A MAN & HIS MUSIC"	2349108	A PERFECT MURDER	2263705
GODZILLA (1998)	2263903	LIVING OUT LOUD	2321107	CRIMSON TIDE	1453307
GOLDENEYE	1920602	PAUL SIMON GRACELAND: THE AFRICAN CONCERT	0633404	AS GODD AS IT GETS	2206605
THE HORSE WHISPERER	2274306	THE PROPHECY	1496405	LOST IN SPACE (1998)	2254605
2001: A SPACE ODYSSEY (REMASTERED EDITION)	1095108	RINGMASTER	2321305	SPARTACUS (RESTORED/WIDESCREEN)	0551002
ONE TRUE THING	2313401	ENTER THE DRAGON-25TH ANNIVERSARY SPECIAL EDITION	2208205	PRIDE OF THE YANKEES (COLORIZED)	0078105
SCREAM (DELUXE EDITION)	2301208	JESUS CHRIST SUPERSTAR	2175701	THE QUIET MAN	1432301
URBAN LEGENO	2313906	LA 8AM8A	0196303	THE TEMPTATIONS (1998)	2326106

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APOLLO 13-COLLECTOR'S EDITION	1937200
GOOD WILL HUNTING-COLLECTOR'S EDITION	2221703
THE JACKAL-COLLECTOR'S EDITION	2184307
OUT OF SIGHT-COLLECTOR'S EDITION	2295400
THE BLUES BROTHERS-COLLECTOR'S EDITION	2233203
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**THERE'S SO MUCH MORE TO SEE ON DVD!**

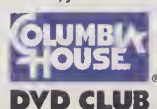
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**BUY YOUR FIRST SELECTION NOW—AND HAVE LESS TO BUY LATER!**

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**Do any of the following apply to you? (41)**

☐ I own a Personal Computer (1) ☐ I own a PC with a CD-ROM (2) ☐ I plan to buy a PC with a CD-ROM (3)  
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## ASKGASTON



**GOT A NET PROBLEM?** Gaston LeBeau, Web designer extraordinaire and recent Parisian émigré, is Click's new Net-culture expert. Write him at [gaston@zd.com](mailto:gaston@zd.com)

**DEAR GASTON,**  
Isn't it a little rude for someone not to reply when you send an e-mail?  
—Bianca

**MME. BIANCA:** Ah, the alienation of the Net. If only the great master, Camus, were still with us to express this "big empty." There is no replacement for a human sentiment, but perhaps your e-mail program's "Return Receipt" option can at least tell you that your virtual *bonjour* has arrived. May I add, Bianca, that I find your raw vulnerability so very charming?

**DEAR GASTON,**  
I have a date tonight, and I've already run a full Net check on her. I found out she has five convictions for disorderly conduct, and owns a dog named Beelzebub. Frankly, I'm excited. Have I misused the Net? —Ambivalent

**AMBIVALENT:** It's not the Net you're misusing, *mon frère*, it's your judgment. Why not log off and rent *9½ Weeks* the next time your Net sleuthing intrigues you so? I still maintain it's Mickey Rourke's best work.

## Yippee!

WE LOVE IT

**SAMPLE PROSE** Can't decide if you really want to read that hot new novel? If it's *New Yorker* contributor Kurt Andersen's *Turn of the Century* you're considering, perhaps the excerpt at [[www.atrandom.com/kurtandersen](http://www.atrandom.com/kurtandersen)] can help you decide. It's a great idea: Let the Web pick up where dust jackets and oft-ponderous critics leave off.

**WHERE AMERICA CLICKS** Sears, one of the country's oldest national retailers, now sells Kenmore and other name-brand appliances at **SEARS** [[sears.com](http://sears.com)]. Hey, if you can't get a washer, dryer, or Craftsman Allen wrench on the Web, what good is it?

**CHEAP (MP3) TRICK** At \$99, ZipMan, a portable MP3 player from **ZIPLABS** [[zipaudio.com](http://zipaudio.com)], will cost half as much as other MP3 players when it hits shelves later this year. It also includes an FM-stereo receiver. CDs be gone? We're getting there.

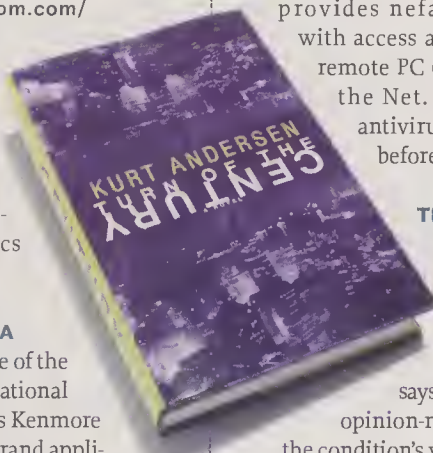
## Yahooey!

WE HATE IT

**TRICKY DOWNLOADS** That Ricky Martin screen saver or game update you just downloaded might be carrying the BackDoor-G virus. Once installed, this diabolical creation provides nefarious surfers with access and control to a remote PC (read: *yours*) via the Net. Upgrade your antivirus software *now*, before you get stung.

**TRA-SH** Technology-related anxiety (TRA) is all the rage among computer users. So says MORI, a London opinion-research firm. In the condition's worst stages, sufferers may punch, kick, and slap their computers when their hardware won't obey. Yeah, as if these people were calm before they had PCs to kick around.

**FLESH PEDDLING** Prostitution is billed as the world's oldest profession, but it still has no place online. The FBI and local law-enforcement authorities recently put the screws to operations that are luring minors into this prurient milieu. Go get 'em. —J.O.C.



## WE ASKED JEEVES AGAIN

The virtual Brit residing at the search engine **ASK JEEVES** [[askjeeves.com](http://askjeeves.com)] is never at a loss for words.

- Q:** What's in the special sauce?  
**A:** See "Eggs and Hamsters."  
**Q:** How do you spell relief?  
**A:** Are you popping pills?  
**Q:** No. Are you popping pills?  
**A:** See "Popping out for a walk instead of popping pills."  
**Q:** Do you really want to hurt me?  
**A:** I really hurt the one I love.  
**Q:** Do you really want to make me cry?  
**A:** Pickles make me cry.  
**Q:** Why are the British so uptight?  
**A:** Visit "Brits go bonkers over Mexican food."  
**Q:** Why do they go bonkers over Mexican food?  
**A:** Visit "Marriage-minded Latin American females."

## WHAT THE SEARCH ENGINE FOUND

AL ROKER (750)



related in surname only to...

THE LATE  
ROXIE ROKER (119)



the real-life mother of...

ROCKER  
LENNY KRAVITZ (12,647)



who is in no way, shape, or form related to...

BEWITCHED  
MEDDLESOME NEIGHBOR  
GLADYS KRAVITZ (112)



Searches conducted at AltaVista.com

## WHAT'S WITH THAT?

**Y-Life** ponders the Net's big questions...

You've always laughed at those girls who dot their i's with hearts, yet you're fine with all those smiley faces in business e-mail?





Have you ever seen a grown man cry?

*Those who appreciate quality enjoy it responsibly.*

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# click! CHARTS

## THE SITES

### WEB TOPPERS

The most popular sites among Web surfers

SITE	UNIQUE VISITORS (IN MILLIONS)
1 YAHOO!	31.1
2 AOL.COM	28.9
3 MSN	22.2
4 GEOCITIES	19.5
5 GO NETWORK	18.9
6 NETSCAPE	18.5
7 MICROSOFT	16.0
8 EXCITE	15.1
9 LYCOS	14.8
10 ANGELFIRE	12.6
11 HOTMAIL	12.3
12 TRIPPOO	11.5

### WHERE'S THE BUZZ?

The most-visited news/info/entertainment sites

SITE	UNIQUE VISITORS (IN MILLIONS)
1 ZDNET	6.6
2 MSNBC.COM	5.5
3 PATHFINOER	5.4
4 ABOUT.COM	5.3
5 WEATHER.COM	5.1
6 CNN.COM	4.7
7 DISNEY ONLINE	4.6
8 SONY ONLINE	4.4
9 ESPN.COM	4.2
10 WARNER BROS. ONLINE	3.9
11 DIGITALCITY	3.8
12 IVILLAGE	3.8

**Media Metrix** [mediamatrix.com] measures the preferences of 40,000 Net surfers. "Unique visitors" represents the actual number of unique users who visited the site once during the given month. Ranking reflect May data. Apparent ties are the result of rounding.

## NETPOLL

### 9-TO-5 LOVE AFFAIRS

Would you ever date someone from work?

YES/ABSOLUTELY	60%
NO/NEVER	26%
MAYBE	14%

Rankings reflect responses of 1,419 voters at Snap.com on July 7, 1999.

## TOP CHATS

The month's best-attended get-togethers at Yahoo! Chat.

CHAT.YAHOO.COM

- 1 ERIC CLAPTON, chat & auction [6/24]
- 2 LOVELINE'S DR. DREW [6/17]
- 3 THE OLSEN TWINS [6/10]
- 4 SABLE, wrestler [6/17]
- 5 ADAM SANDLER [6/18]
- 6 TREY PARKER, *South Park* cocreator [6/28]
- 7 THE [WWF] BIG SHOW [6/14]
- 8 MICHAEL JACKSON & FRIENDS, Webcast [6/27]



- 9 VERNE TROYER, *Austin Powers's Mini-Me* [6/24]
- 10 CARLINE RHEA, actress [6/9]

Rankings reflect June chat attendance.

## TOP DOWNLOADS

This month's most-downloaded software titles at ZDNet.

WWW.HOTFILES.COM

- 1 ICQ (32-BIT), Net messaging software
- 2 AUDIOCD MP3 STUDIO, CD-recording software
- 3 BIKINI SOLITAIRE, The classic, with a twist
- 4 WEBFERRET, Web-search utility
- 5 NETMONITOR, Monitors Net connection

Rankings reflect June downloads.

## BOOKS

The top-selling hardcover fiction titles at Amazon.com.

AMAZON.COM

- 1 HANNIBAL, Harris
- 2 WHITE OLEANDER: A NOVEL, Fitch
- 3 HIGH FIVE, Evanovich
- 4 THE TESTAMENT, Grisham
- 5 CRYPTONDMICON, Stephenson
- 6 CERTAIN PREY, Sandford
- 7 THE GIRLS' GUIDE TO HUNTING AND FISHING, Bank
- 8 THE GIRL WHO LOVED TOM GORDON, King
- 9 HAVANA BAY, Cruz Smith
- 10 FALCON AT THE PORTAL: AN AMELIA PEABODY MYSTERY, Peters

List represents the week ending 6/30/99.

## MUSIC

The top-selling titles at CDNow.

CDNOW.COM

- 1 MIRRORBALL, Sarah McLachlan



- 2 CALIFORNICATION, Red Hot Chili Peppers
- 3 MILLENNIUM, Backstreet Boys
- 4 RICKY MARTIN, Ricky Martin
- 5 SIGNIFICANT OTHER, Limp Bizkit
- 6 AUSTIN POWERS: THE SPY WHO SHAGGED ME, film soundtrack
- 7 LAST KISS, Pearl Jam
- 8 ASTRO LOUNGE, Smash Mouth
- 9 ON THE 6, Jennifer Lopez
- 10 EUPHORIA, Def Leppard

List represents June sales.

## TOP RECIPES

The month's most popular recipe requests at StarChefs.

STARCHIEFS.COM

- 1 VEGETABLE QUESADILLA WITH CARAMELIZED ONION MARMALADE AND CILANTRO DOR CREAM, Emeril Lagasse
- 2 BARBECUED BABY BACK RIBS (OR CHICKEN), Mark F. Sohn
- 3 SPAGHETTI WITH CALAMARI MEATBALLS, Reed Heaton
- 4 TACOS DE ATUN AL CARBON (TUNA TACOS), John Manion
- 5 GRILLED SWORDFISH WITH ARTICHOKE, TOMATOES, AND OLIVES, Chris Schlesinger & John Willoughby
- 6 THE GREAT AMERICAN HAMBURGER, Steven Raichlen
- 7 AZTEC TORTILLA SOUP, Mimi Sheraton
- 8 GRILLED SMOKE-CURED RIB EYE STEAK, Janos Wilder
- 9 STEAMERS WITH TREMONT ALE & PORTUGUESE SAUSAGE, Andrew Wilkinson
- 10 PENNE WITH GRILLED SHRIMP, ASPARAGUS, AND PINE NUTS, Barbara Goodman

Rankings reflect June requests.

## TOP ART AUCTION ITEMS

The paintings and photographs generating the highest bids at Artnet.com.

ARTNET.COM

- 1 STEAMSHIP OLD DOMINION, Antonio N.G. Jacobsen, \$18,900
- 2 NUDE WITH BLUE HAIR, Roy Lichtenstein, \$18,620



- 3 \$9, Andy Warhol, \$11,025
- 4 MALLORY LINE STEAMER BRAZOS, Antonio N.G. Jacobsen, \$10,500
- 5 UNTITLED (ROBERT CORNELL), Joseph Cornell, \$7,875
- 6 MONT ST. MICHEL, Jane Peterson, \$3,940
- 7 MANHATTAN, OCTOBER 1928, Walker Evans, \$3,755
- 8 SELF PORTRAIT 32/5, Herbert Bayer, \$2,365
- 9 UNTITLED, Adolph Gottlieb, \$2,150
- 10 WHY YOU CAN'T TELL #2, Robert Rauschenberg, \$1,945

Rankings reflect June data.

## THE WEB'S CELEBS

The most-downloaded celebrities currently on the nation's radar.

AOL KEYWORD: EXTRA

- 1 HEATHER GRAHAM, *The Spy Who Shagged Me*
- 2 MIKE MYERS, *The Spy Who Shagged Me*
- 3 WILL SMITH, *Wild Wild West*
- 4 JENNIFER LOVE HEWITT, *Time of Your Life*
- 5 JULIA ROBERTS, *Runaway Bride*
- 6 ADAM SANDLER, *Big Daddy*
- 7 JASON BEHR & SHIRI APPLEBY, *Roswell* (cast preview)
- 8 ALYSSA MILAND, *Charmed*
- 9 SALMA HAYEK, *Wild Wild West*
- 10 CINDY MARGOLIS, pinup

Rankings reflect June downloads from Extra Online.

## TOP TICKET SALES

The top-selling events at Ticketmaster Online.

TICKETMASTER.COM

- 1 BRUCE SPRINGSTEEN AND THE E STREET BAND
- 2 WORLD WRESTLING FEDERATION
- 3 PHISH
- 4 WOMEN'S WORLD CUP SOCCER
- 5 SAN ANTONIO SPURS
- 6 BARENAKED LADIES
- 7 GREEN BAY PACKERS
- 8 TOM PETTY AND THE HEARTBREAKERS
- 9 COUNTING CROWS
- 10 CELINE DION

Rankings reflect June data and multiple dates for each tour or event.



TROYER: STEVE GRANTZ/RETNA. E STREET: AP/WIDE WORLD PHOTOS





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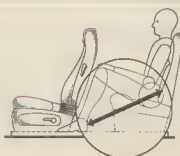


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great cars, we engineered  
one tough choice.**

By design, choosing a new Sebring is a  
along with one of the largest interiors in its  
designed to be driven year-round. Each is  
every road imperfection from pebbles  
Our advice? Go with your instinct and don't



*The 1999 Chrysler Sebring Coupe and  
Convertible both offer an exceptionally  
large amount of interior room.*



*Rear seat leg room has been maxi-  
mized, making Sebring almost as much  
fun to ride in as it is to drive.*



difficult decision. The 1999 Chrysler Sebring LXi Coupe is equipped to provide a unique blend of elegance and performance, class. The 1999 Sebring Limited Convertible, on the other hand, brings into the equation the aura of top-down engineering powered by a potent 2.5 liter multi-valve V6 engine, while an advanced, fully independent suspension effortlessly absorbs to potholes. Adding to the dilemma even further, both offer a roomy leather-trimmed interior and abundant trunk space. second-guess yourself. If you'd like help deciding, just call us at 1.800.CHRYSLER or stop by online at [www.chryslercars.com](http://www.chryslercars.com).



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# CHRYSLER SEBRING



*Did Michelangelo create history's greatest sculpture—or the first Chia pet? Was LSD luminary Timothy Leary in fact working for “the man”? And have the '90s brought us in touch with a kinder, gentler Foghorn Leghorn?*

## Night of 100 Stars

The following, **CAROL MAGARY's** synopsis of the imaginary classic film *Our Mister Collins*, appeared in a June issue of the online zine *Timothy McSweeney's Worldwide Fondness*.

OF ALL THE MOVIES STAR-ring everyone on the American Film Institute's top 50 list, my favorite is the 1949 classic “Our Mister Collins.” John Wayne (#13, actors list) is a fast-talking reporter at a big city paper who gets into shouting matches with his feisty editor (Mary Pickford, actress list #24). Rumor has it the governor (Elizabeth Taylor, #7) got caught by his wife (Burt Lancaster, #19) in a hotel love nest with a young clerk (Humphrey Bogart, #1). To beat his prissy coworker (Marlon Brando, #4) to the scoop, John Wayne meets wise-cracking cops (Grace Kelly, #13; Lillian Gish, #17; and Sophia Loren, #21) at the racetrack. A shoe-shine kid (Greta Garbo, #5) and a newspaper stand vendor (Gary Cooper, #11) also give him the skinny on the scandal. The hotel manager (Shirley Temple, #18) hints that the whole town is afraid of Big Bernstein (Ava Gardner, #25) who needs the governor to stay in her pocket for the election against opponent Gene Kelly (#15).

Meanwhile, John Wayne

has an overbearing mother (James Dean, #18) and her snobby opera-society friends (Spencer Tracy, #9; Mae West, #15; and Henry Fonda, #6) telling him to take up polo like his brother, Sidney Poitier (#22). Dad (Ginger Rogers, #14) just swipes martinis off the tray from the butler (Ingrid Bergman, #4) who ogles the maid (James Cagney, #8).

John Wayne is engaged to a sweet, bumbling veterinarian (Edward G. Robinson, #24). During witty banter with the sandwich delivery boy (Orson Welles, #16) in the newsroom, in walks John Wayne's first wife, Laurence Olivier! (#14) Laurence has Gregory Peck (#12) wrapped around his arm, giggling and in a cheap hat. John Wayne gets jealous. Gregory Peck, though, flirts with the cigar-chomping gangster (Audrey Hepburn, #3) at the nightclub they all go to.

The gangster's girl is sultry torch singer William Holden (#25) doing “A Blue, Crazy Kind of Feeling (Could It Be Love? No, No).” Film buffs will spot cameos by Clark Gable (#7) as a bus boy, Lauren Bacall (#20) and Buster Keaton (#21) as drunken Shriners, and Katharine Hepburn (#1) playing a mean saxophone. Is the third chorus girl in the big “South of the Border” number Joan Crawford (#10) or Kirk Douglas (#17)? The sombrero is just too big.

The bouncer (Fred Astaire, #5) kicks out the gang and they take a taxi (driven by the Marx

Brothers, #20) back to the newspaper. The security guard (Marlene Dietrich, #9) says Brando just wrote the gover-

norexposé for tomorrow's edition! The cleaning lady (Bette Davis, #2, doing a wonderful African-American impression)

## Vico, Livy, and the Afro

This introduction appeared on the popular humor site **HECKLERS ONLINE**, atop its celebration of “The Afro in History.”

The afro is of course one of the most celebrated hairstyles in the history of the world. It could possibly be the most famous and indeed the best hairstyle in the history of the world. And that, in fact, is our thesis here.

Legitimate arguments can be made for other hairstyles, as they surely have been, and this is a question historians and intellectuals have always debated and probably always will debate.

Herodotus, for instance, favored various sorts of braiding systems, while the more solid Thucydides argued for a close, rough crop. Livy was for large curls that hung limply at the front. Vico was for circular designs shaved into the head. Both Gibbon and Voltaire were eventually for the bouffant. Herder held no position on the style, so long as

the hair was German. Spengler held no position on the style, so long as the hair was not Asian. Marx was only interested in the price of haircuts. Toynbee, in what he said was a moment of spiritual insight and fortune-telling, came to favor the mullet. A.J.P. Taylor argued that hairstyles were predetermined, and that therefore there was really no such thing as hairstyle, not in any way that really mattered. Marcuse argued for greasy hair

that could be licked clean by one's lover. Insiders say that Gary Wills is currently working on a Pulitzer Prize-winning book that argues that everyone's hair should look exactly like Abraham Lincoln's.

But let us be frank. All these people are idiots. The afro stands alone as the hairstyle of the carefree, the good, the cool, and the sane. We cannot let the secret but noble history of the afro be forgotten.

[hecklers.com/afros], AOL Keyword: *hecklers*







**Room with a view.** The Dealey Plaza Cam offers a live view from "Sniper's Perch"—the alleged shooting location used in the 1963 assassination of John F. Kennedy.

[[www2.earthcam.com/jfk](http://www2.earthcam.com/jfk)]

mentions Bernstein called Brando earlier and they sounded "real chummy-like."

Everyone dashes to the elevator, where John Wayne and Laurence Olivier are closely squished together. Robert Mitchum (#23) gets on with a poodle, then Judy Garland (#8) carrying a safe, then Vivien Leigh (#16) and Carole Lombard (#23) and Charlie Chaplin (#10), and finally Marilyn Monroe (#6) in unattractive shoes. The doorman (Jean Harlow, #22) says to the homeless guy (Barbara Stanwyck, #11) when the gang rushes out, "Now, how about that?"

Getting past Big Bernstein's gun-toting goons, James Stewart (#3), Claudette Colbert (#12) and Rita Hayworth (#19), isn't easy, but it turns out they love puppy dogs, supplied by Edward G. Robinson, who arrives on the scene and rewins John Wayne's love. The wise-cracking cops arrest Big Bernstein on some vague charge. Everyone laughs. Cary Grant (#2) walks by. The end. [[www.mcsweeney.net/1999/06/28collins.html](http://www.mcsweeney.net/1999/06/28collins.html)]

## Unfiltered Politeness

The "Guide for Nonsmokers Working Together Toward a Peaceful Coexistence" was posted by R.J. REYNOLDS at the tobacco company's official site, and then removed in June.

**H**OW TO BE A POLITE nonsmoker. If you are in an area which is designated as no-smoking, and somebody is, bring the mistake to their attention politely. Here are some specific suggestions:

1. If you notice a smoker smoking in a no-smoking area, or in a non-courteous manner, you should let him/her know that you would appreciate his/her cooperation.
2. You should never preach or "put-down."
3. The courteous way to remind a smoker that he/she is in a "no-smoking" situation is with words like "Please..." and "Would you mind not..." and, of course, "thank you."

Before you speak up, make sure you are indeed in a no-smoking area. Look around for signs or the evidence of ashtrays.

Where smoking is permitted, accept your colleagues' freedom to smoke, and expect them to do so, if done politely.

Where the designation is discretionary, don't hesitate to express your preference, but as always, politely.

The polite way to present your opinion on smoking is: only when asked. [[rjrt.com](http://rjrt.com)]

## What's Up, Bugs?

**JOSH OZERSKY** laments Time Warner's aggressive marketing efforts in this section of "Loony Boon," which appeared in the online magazine *Feed*.

**L**AST YEAR, TIME WARNER opened its flagship WB store across the street from Disney's, in that former mecca of prostitution, Times Square.

It was a bold move—one media baron challenging another on his home territory—and if Time Warner had been making diesel engines or plasma displays, the conflict would have made for good business drama—a vaguely interesting spectacle along the lines of sumo, or a monster truck race. But Time Warner traffics in American culture. Ted Turner's colorization of movies, the depredations of gangsta rap, violent video games, various instances involving censorship and cinematic sexcapades—all of these have left Americans with a deep-seated distrust of Time Warner's motives. And in the case of cartoons, the suspicion seems well founded; the classic American Looney Tunes characters have been transformed into washed-up media whores.

The process is a direct outgrowth of Time Warner's titanic struggle with Disney—Capital Cities. In the early '90s, Time Warner brought the fight to Disney's doorstep by using one of

## Sales Pitch

eBay item #118155431, offered at auction in June.

SUPER WEIRD ITEM, ITS A MAIL IN PREMIUM "PREDATOR" ACTION FIGURE FROM THE COLLECTION OF THE VIRGINIA MASS MURDERER "ROBERT MAY" THE NEW YEARS DAY MASSACRE KILLER. THIS FIGURE WAS ORDERED BY MR. MAY BEFORE THE HORRIBLE EVENT TOOK PLACE, IT WAS DELIVERED TO ROBERT MAY'S HOME ADDRESS, WHERE HE WAS LATER ARRESTED FOR FIVE HOMICIDES ON NEW YEARS DAY. THIS TOY IS CURSED, I WILL NOT DISPLAY IT GIVE ME THE CREEEPS, THIS PARTICULAR ITEM WAS SOLD TO MY TOY SHOP MONTHS BEFORE THE MURDERS. THE TOY IS IN THE ORIGINAL MAILING BOX ADDRESSED TO ROBERT MAY. THE TOY IS MINT IN BOX WITH ALL CONTENTS. STRANGE THINGS ARE ATTRIBUTED TO THIS TOY, SOUND WEIRD WELL IT IS! JUST ASK ITS FIRST OWNER. I WILL INCLUDE NEWSPAPER ARTICLES ABOUT ROBERT MAY AND THE NEW YEARS DAY MASSACRE. THIS TOY IS CURSED BE CAREFUL! \$\$\$\$\$\$ TERMS MONEY ORDER PREFERRED CHECKS ACCEPTED BUYER PAYS MINIMAL SHIPPING THANK YOU AND GOOD LUCK ANY ?????????????? PLEASE E-MAIL DRAGULALA

[[cgi.ebay.com/aw-cgi/eBayISAPI.dll?ViewItem&item=118155431](http://cgi.ebay.com/aw-cgi/eBayISAPI.dll?ViewItem&item=118155431)]

the overlooked resources of recently acquired Warner Brothers: Bugs Bunny and the other characters from the Warner studios. Time Warner CEO Gerald Levin saw a matchless merchandising opportunity in the familiar Looney Tunes. With most of the animation studio's

old talent dead, caretaking fell to various corporate functionaries, who were tasked with recreating the old characters as fami-

ly-friendly media mascots. Little effort was made to keep their original voices, and the figures of almost every major character were simplified, cutened up, flattened out, or otherwise lobotomized. Bugs Bunny has gone from being a narcissistic trickster to a too-friendly corporate spokesman—Wal-Mart's whistling smiley with a carrot and a catchphrase. Other characters are even less fortunate—pompous Foghorn Leghorn and the weak-minded Porky Pig

have been stripped of their personalities altogether, and show up only as advertisements for the Looney Tunes franchise.

Which is appropriate, given the work they do: Looney Tunes are now used in merchandising tie-ins with, among others, toy companies, Virgin Group software, the U.S. Postal Service, and Tyson Foods. There is a Six Flags Magic Mountain's Bugs Bunny World theme park, and the youth apparel sections of giant discount stores like Target, Wal-Mart, and Bradlees crawl with icon-bearing merchandise. And then there is the Warner Store itself, with its obese, meretricious catalog: "Ehh...(chomp, chomp)...When I'm not eating carrots, Doc, I'm sipping carrot juice from d'is handsome mug. Warner Bros. made it in honor of my fiftieth boithday. Ain't that sweet of d'ose guys?"

You see the personality-flattening most clearly in the few non-advertising cartoons made by Time Warner. Found by focus groups to be insufficiently cute,

LOOKING TO GET BUZZED? READ MORE CHOICE CLIPS ONLINE WITH DAILY NET BUZZ AT [NETBUZZ.COM](http://NETBUZZ.COM)

## Illumination

The following is the full list of "glow stuff" offered in the online catalog of Seattle-based novelty retailer **ARCHIE MCPHEE**.

TurboGlow	Glow Bone Maracas
TapeGlow String	Glow Sticky Skull
Glow Big Bounce Ball	Slim 24" Glow Skeleton
Wind-up Glow Alien	Sticky Glow Mutant Hand
Glow Alien Keyring	Small Glow Skull Candle
Glow Alien Head Candle	Glow Deep Sea Fish
Glow Alien Babies	Glow Bouncing Eyeball Tub
Glow Alien Autopsy	2" Glow Squirt Frog
Glow Alien Dog Toy	Glow Jellyfish
Space Mucus	Glow Spaghetti & Meatballs
Glow Universe Finger Puppets	Glow Computer Goddess
Glow Alien Swinger	Glow St. Clare
Glow Alien Hand Squirter	Glow Mary Statue with Music
Goey Glowing Eyes, card	Glow Stars, pack of 48
Box of Glow Bones	Glowing Galaxy Tube
Glow Pushbutton Skeleton	Wind-up Glow Alien
Glow Bouncing Eyeball	

[[www.mcphree.com/bigindex/index.html#glow](http://www.mcphree.com/bigindex/index.html#glow)]



the Looney Tunes were shrunk and sweetened even further as WB's Tiny Toons, or hipped up on shirts and posters in phat jeans, sweatshirts, pierced ears, and sideways baseball caps—a vile attempt to give the attitudinized toons up-to-the-minute street cred. The pit of this cartoon hell is that cinematic orgy of celebrity synergy and mass marketing, 1997's *Space Jam*, in which Daffy Duck lifts up his tail feathers to reveal the WB logo, pronounces himself and the other toons property of Warner Brothers, and kisses his own ass in gratitude. [feedmag.com/essay/es218\_master.html]

## Tune In, Turn On, Turncoat

FBI files published online in *The Smoking Gun* confirm that counter-culture icon **DR. TIMOTHY LEARY** also served as a government informant in the mid-1970s. In the files, Leary explains his reasons for working with federal authorities.

I'D LIKE TO DISCUSS MY motives, briefly in what I'm doing. Number one, I want to get out of prison as quickly as I can. And I believe that telling

the total truth is the best way to get out of prison. I don't want to continue in a situation where hiding the truth is keeping me in prison. That doesn't make any sense to me personally, or philosophically. Secondly, I feel I have a great deal to contribute constructive, ah, activities in the United States of America. I'd like to use this as step number one, in seeing if I can work out a collaborative and an intelligent, an honorable relationship with different Government agencies and law enforcement agencies, and educational agencies, so this does not just turn someone over to get out of prison, it's part of a longer range plan of mine, I'm in full possession of my faculties, I think I can contribute a great deal, I've learned a great deal, and I intend to be extremely active in this country for the next few years, however, the things turn out. I prefer to work, I'm never going at it illegally ever again, but I would prefer to work constructively and collaboratively with intelligence and law enforcement people that are ready to forget the past, and to use my, in the future, because I still have a great deal to say in this country, I believe. [thesmokinggun.com/leary/t1statement1.shtml]



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## FINE TUNING

Net users who want to record jam sessions onto their PCs should take a look at the captivating Silent Electric Cello (1). This stylish digital instrument, which weighs just under 8 pounds, was designed without an internal amplification cavity. Instead, it comes equipped with an audio pickup (which is connected to an internal effects processor), and audio output jacks for plugging in headphones and an amplifier. Play your music in silence, or crank up the volume for a live recital-hall performance. Yamaha also offers the Silent Brass Personal Studio (2), electric mutes designed to work with real tubas, trumpets, and trombones; and the Silent Electric Violin (3).

**YAMAHA SILENT ELECTRIC CELLO**, \$2,495; **SILENT BRASS PERSONAL STUDIO/TROMBONE**, \$329; **SILENT ELECTRIC VIOLIN**, \$795  
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## 4 TO DYE FOR

Can Pearlized Pink and Cool Gray do for the Helio what Bondi Blue did for the iMac? VTech Information must think so; it is launching the PDA in five matte and metallic hues, with more to come. Neat, but can it perform? Yes, the aggressively priced palm-size device is easy to use (it runs on a proprietary operating system called VT-OS r.1) and offers all of the features you would expect to find in a quality PDA: a calendar, to-do list, calculator, sketch pad, phone book, and scheduler. VTech has even thrown in a voice recorder for good measure. The device comes with 4MB of RAM, a stylus, a case, and a PC synchronization cradle.

### HELIO

\$199, VTech Information, 408-378-9600  
[myhelio.com]

## 5 EASY LISTENING

That loud thumping sound isn't your stereo's booming bass: It's the irate, broom-wielding neighbor downstairs. If you like to play MP3 music files loudly, then consider picking up a pair of headphones for your PC. May we suggest Sony's new MDR-DS5000? The cordless headphone set, which works in tandem with a 7-by-7-inch infrared transmitter, reproduces Virtual Dolby Digital surround sound. But don't wander too far from the transmitter: The headphone has a limited 33-foot coverage range.

### MDR-DS5000

\$550, Sony, 800-222-SONY  
[sony.com]

## 6 MODEM MIDGET

Don't be fooled by its size. The diminutive Leopard Pocket modem (actual size shown), which measures 3.5-by-1.5-by-0.75 inches, can handle data transfer speeds of up to 56Kbps. The snazzy, translucent device is cheaper than most PC Card modems, and ships with Shark's DialTone software (a suite of useful telephony programs for your computer). The modem works with USB-ready notebooks and desktop computers, and requires that your PC be running Windows 98.

### LEOPARD POCKET USB 56K MODEM

\$80, Shark Multimedia, 800-800-3321  
[www.sharkmm.com]



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# Do not discuss this column with anyone!

*Not since Luke Skywalker's paternity has there been a bigger **Star Wars** secret*

**T**HE STARDUST HAS FINALLY SETTLED AROUND STAR WARS: EPISODE 1—*The Phantom Menace*. All the big summer entertainments will be shouldered out of theaters in the weeks to come by entries in the autumn Oscar season, which is going to be in full swing by October. And yet, a ghostly memory remains of a curious event that took place immediately before the U.S. press premiere of *The Phantom Menace* in Manhattan on May 7. ■ We had all been required to

come to New York to see the movie. Even some of the West Coast biggies (Ken Turan of the *Los Angeles Times*, Todd McCarthy of *Variety*) were in the Eastern audience. We might have taken taxis to the screening, but no: We had to be bused to its "secret location." As we pulled up in front of the theater, we could see the lights of the TV camera crews that had somehow discovered the secret location.

Inside, waiting for the screening to start, was a recruited "real audience" designed to supply the critics with the sound of fans in ecstasy. We shuffled into seats and began to talk about the amazing letter sent out some days earlier from 20th Century Fox. Among other exhortations, it contained the fol-

lowing paragraph:

*"YOU MAY NOT DISCUSS YOUR REACTION TO THE FILM WITH ANYONE UNTIL MAY 19. May 19 is the official REVIEW DAY of the film—all reviews must be held until then. If you are approached by a media person following the screening seeking your reaction, you are to politely decline. ANYONE WHO DISCUSSES THE FILM PRIOR TO MAY 19 (and this includes all radio, television, and newspaper personalities) will be barred from all Fox screenings, including those of Episode II and III."*

Of all the strange writings produced in the history of film publicity, this paragraph may stand as the single most bizarre. Apparently, the studio seriously expected that every one of us would remain as mute as papal

electors for 12 days. We would not discuss the film with the TV crews waiting outside. We would not discuss it on talk shows, or with friends, or in lines at the airport. We could not discuss it with "anyone," which might even include our editors; perhaps the reviews were to go into the newspaper sight unseen, with security guards blocking the doors of the press room. Not since *Life* magazine printed the Zapruder film frame by frame had there been such paranoia.

Just before the screening began, a Fox representative stood up in front of the theater and said, "If you see anyone trying to film the screen with a video camera, please point them out to us. It might get on the Internet, and that would be terrible."

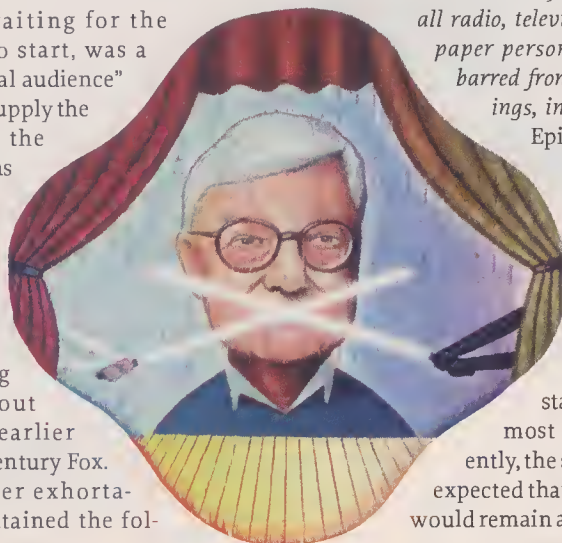
Talk about the film—gossip, opinion, details—was circulating on the Web within minutes of the screening's end. Mainstream reviews, spurred by activity on the Web, also appeared early. The *New York Daily News* jumped the gun on May 9, and many other outlets also violated the review date. My paper ran my review two days early, with my editors telling me they didn't want to wait until May 19 and be the last paper in the country to review it.

The lesson emerging from the smoke and flames of the *Star Wars* experience is that the Web is a fact of life for the movie business. People who attend premieres or sneak previews are going to share their opinions via e-mail with individuals and with Web sites. Publicists might as well abandon the futile fight to control the process.

If I were running a studio publicity department, I wouldn't even try to control the Web. Instead, I'd hire a 17-year-old geek, one who didn't spell very well and ended every sentence with three exclamation points. I'd assign him to get a dozen Yahoo! Mail addresses and bombard every movie fan site with reports about how great the studio's new movies were.

If you can't beat 'em, use 'em.

**"The lesson emerging from the smoke and flames...is that the Web is a fact of life for the movie business"**





A large, white shark is shown from a low angle, swimming upwards. Inside its open mouth, a person is visible, appearing to be in a relaxed, almost floating position. The background is a deep blue, suggesting an underwater environment. The shark's fins are spread out, and its body is sleek and powerful.

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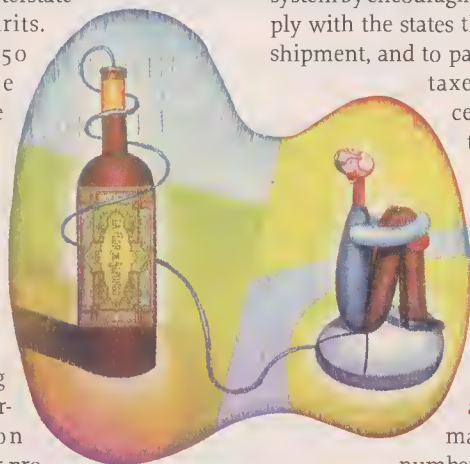


# Does the Internet enable bootleggers?

*New efforts aim to crack down on buying alcohol online, sparking a spirited battle*

**Q**UESTION: WHAT DO AL CAPONE AND THE INTERNET HAVE IN COMMON?  
 Answer: An activity known as bootlegging. That's if you believe Barry W. McCahill, the executive director of **AMERICANS FOR RESPONSIBLE ALCOHOL ACCESS** [araa.org]. "Many wineries and breweries," he says, "are using the Internet to illegally ship over \$1 billion [annually] in bootleg alcohol—some of it directly to kids, with no questions asked." ■ McCahill's point of view has supporters in high places. In March, Senator Orrin Hatch (R-Utah) introduced Senate Bill 577, also known as the Twenty-First Amendment Enforcement Act, to give states the right to seek injunctions in federal court against these scofflaw direct-shippers.

But this is mainly (forgive me) old wine in a new bottle. Hatch's bill wants to give more bite to existing laws, dating to 1913, that curtail the interstate shipment of spirits. Right now, all 50 states regulate direct interstate shipment of alcohol in some way, and 20 ban direct shipments to consumers. You can view this battle as a kind of barroom brawl between the big commercial interests—the "iron triangle" of major producers, distributors, and retailers—and the smaller producers, who are fighting for shelf space and thus are seeking alternative ways to get their products to consumers.



On the side of the latter group is Seana Wagner, a spokesperson for **FREE THE GRAPES!** [freethegrapes.org]. FTG, a coalition of organizations that represents more than 1,000 wineries, is trying to work with—and augment—the current, three-tier system by encouraging its members to comply with the states that don't allow direct shipment, and to pay all applicable state taxes. "ARAA isn't concerned about kids' getting alcohol," argues Wagner. "It's a front for the Wine and Spirits Wholesalers of America, who are concerned that their members are losing money to people like us. Small wineries and microbreweries may ship through 800-numbers and the Net without charging state sales taxes, because they can't get distributed any other way. Few ship to states that expressly forbid it."

McCahill acknowledges the connection


between the ARAA and the industry trade group. "We make no secret the Wine and Spirits Wholesalers of America funds us," he says. "But it's not about the money. It's about the kids who can buy the alcohol."

Just how easy is it to buy alcohol through the Net? Kids certainly do have credit cards. So I decided to use my own credit cards on several sites suggested by the ARAA.

At **SAMS WINES + SPIRITS** [sams-wine.com], I tried to submit my credit card information—and my browser stalled. Then I went to **LIQUOR BY WIRE** [liquorbywire.com]. After I'd spent 30 minutes scavenging for an inexpensive rum, the site informed me that it wouldn't ship to Alabama, my state. California-based **KENDALL-JACKSON WINERY** [kj.com] said it delivered only to states that have a reciprocal trade agreement allowing such interstate liquor sales. That restriction excludes Alabama and about 37 other states, when I checked.

Feeling as desperate as Ray Milland in *The Lost Weekend*, I decided to try wine merchant **VIRTUAL VINEYARDS** [virtualvin.com], where for about \$25 I was able to order a Brut Rosé. Not exactly a frat-house favorite.

The point is that, in my state at least, I could have *driven* to the states in which the sites are located by the time I ended up able to buy anything, because they obeyed the existing laws. Other sites were simply online brochures. When I finally did find a site that sold me something alcoholic, I was told it would take up to three weeks to get the wine to me. While *some* kids somewhere might order beer, wine, or liquor on the Web, the idea that *many* would be willing to defer gratification for longer than it takes Domino's to deliver a pizza is unlikely.

One last item: Mothers Against Drunk Driving (MADD) has disassociated itself from the ARAA, dismissing S. 577 as a battle of industry powers. It seems that even when "public-spirited" groups like the AARA say it's not about the money, it's usually about...the money. I think Al Capone would agree. 

"I could have driven to the states in which the sites are located by the time I ended up able to buy anything"



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6.0Mb Max Digital Modem<sup>3</sup>:  
Add \$99  
4X CDRW (Read/Writeable) Drive<sup>6</sup>: Add \$199  
and get a free Diamond Rio MP3 Player<sup>7</sup>

#### PRESARIO 5700T-550/3 INTERNET PC

Intel Pentium III Processor, 550 MHz  
128 MB SyncDRAM expandable to 512 MB  
17.0 GB UltraDMA Hard Drive<sup>1</sup>  
6X DVD-ROM Drive<sup>8</sup>  
Savage4 Pro 16 MB 2X AGP Graphics Card  
Diamond Monster Sound MX300 PCI Audio Card  
56K ITU V.90 Modem<sup>3</sup>  
JBL Pro Premium Speakers w/Subwoofer  
Digital Creativity Imaging Center<sup>4</sup>  
Iomega® Zip Built-In™ Drive with 2 disks<sup>10</sup>  
Home Phoneline Networking PCI Card<sup>9</sup>  
Microsoft Office 2000 SBE® + MS Windows98  
Compaq CV715 17" Monitor (16.0" VIA)

**\$2199<sup>+</sup>** As low as **\$62<sup>+</sup>** per mo.<sup>5</sup>

Klipsch v.2-400 Speakers: Add \$175  
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## Free MP3 Player

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Take advantage of Compaq values at any of these qualified retailers: ABC Warehouse, American Appliance, **American TV**, Best Buy, Big City Express, Brandsmart USA, CDW, Circuit City, **CompUSA**, CompUSA Direct, Computer Town, Conn's, DataVision, Fred Meyer, Fry's Electronics, the good guys!, h.h. Gregg, Insight, **J&R Computer World**, Micro Center, **MicroWarehouse**, Multiple Zones, Nationwide Computers & Electronics, **Nebraska Mega Mart**, Office Depot, OfficeMax, Outpost.com, PC Connection, PC Mall, PC Richard & Son, PC Warehouse, **RadioShack**, RCS Computer Experience, Sears, **Shopping.com**, Staples, State Street Discount, The Wiz, **Tiger Direct**, Tops Appliance City, ValueAmerica.com. Visit a **Compaq Built For You Custom PC Center** at select retailers highlighted in bold above.

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6X OVO-ROM Drive<sup>3</sup>  
Savage4 Pro 16 MB 2X AGP Graphics Card  
Diamond Monster Sound MX300 PCI Audio Card  
56K ITU V.90 Modem<sup>2</sup>  
Klipsch v.2-400 Speakers  
Digital Creativity Imaging Center<sup>3</sup>  
Home Phoneline Networking PCI Card<sup>7</sup>  
Microsoft Featured Home Collection + MS Word  
Microsoft Windows98  
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As low as  
**\$70** per mo.<sup>4</sup>

6.0Mb Max Digital Modem<sup>2</sup>: Add \$99

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Ultra Graphics Accelerator: Add \$109

4X CD-RW (Read/Writeable) Drive<sup>5</sup>: Add \$199  
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12B MB SyncORAM expandable to 512 MB  
22.0 GB (7200rpm) UltraDMA Hard Drive<sup>1</sup>  
6X OVO-ROM Drive<sup>3</sup>  
32 MB Creative 3D Blaster TNT2 Ultra Graphics Accelerator  
Diamond Monster Sound MX300 PCI Audio Card  
6.0Mb Max Digital Modem<sup>2</sup>  
JBL Pro Premium Speakers w/Subwoofer  
Digital Creativity Imaging Center<sup>3</sup>  
Home Phoneline Networking PCI Card<sup>7</sup>  
Microsoft Office 2000 SBE  
Microsoft Windows98  
Compaq CV915 19" Monitor (16.0" VIA)

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24X Max CD-R/DW Drive<sup>2</sup>  
ATI Rage LT Pro Hardware Accelerated  
3D Graphics with 8 MB Video Memory  
56K ITU V.90 Modem<sup>3</sup>  
Hi-Capacity Lilon Battery  
128 KB Integrated "Dn-chip" cache  
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Microsoft Windows®98

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24X Max CD-R/DW Drive<sup>2</sup>  
ATI Rage LT Pro Hardware Accelerated  
3D Graphics with 8 MB Video Memory  
56K ITU V.90 Modem<sup>3</sup>  
Hi-Capacity Lilon Battery  
256 KB Integrated "Dn-chip" cache  
Microsoft® Featured Home Collection  
Microsoft Windows®98

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128 MB SyncDRAM: Add \$200  
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**PRESARIO 1800T  
INTERNET NOTEBOOK PC**



**PRESARIO 1900T  
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# Attention all modem-plugging, drive-swapping, peripheral-obsessed notebook users: Your all-in-one notebook is ready.

## The Compaq Presario 1800T Series Internet Notebook PC. Starting at \$1999.

While it may be impossible to be all things to all people, there now exists a notebook which is all things to certain people.

People whose pulses race at the mere mention of features like Accelerated 3D Graphics, JBL Pro Audio, and a fifteen-inch display. People who have been itching for bonuses like one-touch Internet access, DVD, and a superfast 56K modem.<sup>2</sup> People who get an extra charge out of knowing that they can get all this stuff built into one sleek notebook.

This little powerhouse also comes with your choice of a blazing fast Intel® Celeron™ or Pentium® II processor, making it one of the highest performance PCs to ever hit the road.

The all-in-one Compaq Presario 1800T Series Internet Notebook PC. The only thing missing from it is you.

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Intel Mobile Pentium II Processor, 400 MHz  
15.0" TFT Active Matrix Display  
64 MB SyncDRAM expandable to 192 MB  
6.4 GB UltraDMA Hard Drive<sup>1</sup>  
24X Max CD-ROM Drive<sup>2</sup>  
ATI Rage LT Pro Hardware Accelerated  
3D Graphics with 8 MB Video Memory  
56K ITU V.90 Modem<sup>2</sup>  
Hi-Capacity Lilion Battery  
256 KB Integrated "On-chip" cache  
3.5" 120/1.44 MB High Capacity SuperDisk™ Drive  
MS® Office 2000 SBE<sup>3</sup> + Windows9B

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4.8 GB UltraDMA Hard Drive<sup>1</sup>  
24X Max CD-ROM Drive<sup>2</sup>  
256-bit AGP Accelerated Graphics  
with 2.5 MB VRAM  
56K ITU V.90 Modem<sup>2</sup>  
Hi-Capacity Lilion Battery  
128 KB Integrated "On-chip" cache  
Microsoft Featured Home Collection  
Microsoft Windows9B

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192 MB SyncDRAM: Add \$200  
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### PRESARIO 1900T-P11 366 INTERNET NOTEBOOK PC

Intel Mobile Pentium II Processor, 366 MHz  
13.3" TFT Active Matrix Display  
64 MB SyncDRAM expandable to 192 MB  
4.8 GB UltraDMA Hard Drive<sup>1</sup>  
4X DVD-ROM Drive<sup>4</sup>  
256-bit AGP Accelerated Graphics  
with 2.5 MB VRAM  
56K ITU V.90 Modem<sup>2</sup>  
Hi-Capacity Lilion Battery  
256 KB Integrated "On-chip" cache  
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Microsoft Windows9B

**\$2399**<sup>+</sup> As low as  
**\$67** per mo.<sup>4</sup>

128 MB SyncDRAM: Add \$200  
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Extra Hi-Capacity Lilion Battery: Add \$99  
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### PRESARIO 1900T-P11 400 INTERNET NOTEBOOK PC

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6.4 GB UltraDMA Hard Drive<sup>1</sup>  
4X DVD-ROM Drive<sup>4</sup>  
256-bit AGP Accelerated Graphics  
with 2.5 MB VRAM  
56K ITU V.90 Modem<sup>2</sup>  
Hi-Capacity Lilion Battery  
256 KB Integrated "On-chip" cache  
Microsoft Office 2000 SBE  
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# I'd like to backhand the Palm VII

**THE PROMISE:** The Palm VII is the ultimate wireless handheld.

**THE REALITY:** The Palm VII barely scratches the wireless surface.

**E**ARLY RUMORS OF 3COM'S PALM VII handheld intrigued me, and I could hardly wait to get my hands on one of the wireless Internet wonders. I was smitten by fantasies of surfing the Web from anywhere. I was enamored with the idea of sending e-mail from remote locations. I was seduced into believing this palmtop computer would set me free.

"I was seduced into believing this palmtop computer would set me free"

Then 3Com had to go and release the real thing.

The Palm VII is the new, wireless version of 3Com's popular PalmPilot

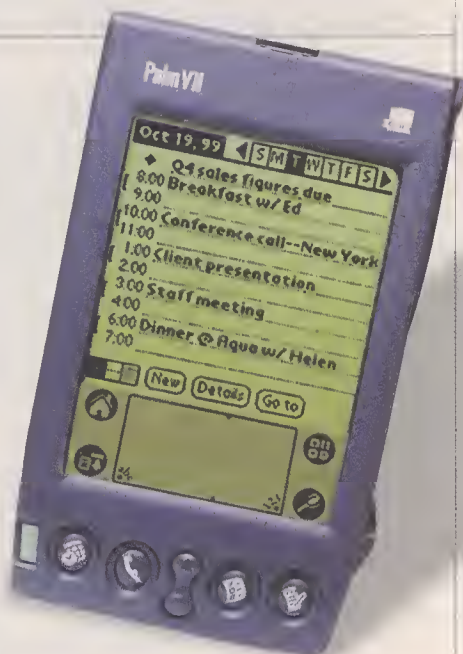
line of handheld computers. With it, you can manage your schedule. Store important phone numbers. Query the Web. Send and retrieve e-mail...sort of.

In reality, Palm VII lets you request information—say, a sports score, stock quote, or street address—only from selected sites that belong to the Palm Network: Yahoo! People Search, ESPN.com, ABCNews.com, TheStreet.com, UPS, and others. As for e-mail, you can send a message anywhere, but you can receive e-mail only through a special account with Palm.net. After the attachments are stripped. And as long as messages don't exceed an 8,000-character maximum.

Oh, did I mention the price? You'll pay \$600 for the handheld, and \$10 to \$25 a month for the wireless service. Plus whatever you pay for supplemental Net access or cell service. I'll let you do the math.

I admire the Palm VII for its plucky spirit. I believe it is leading us down an important path. But this model is overpriced and underwhelming. I am holding out for a wireless Internet wonder.

HYPE REALITY SCORE: 3 REAL



## Will the Net elect the next president?

**THE PROMISE:** The Net will elect the next leader of the free world.

**THE REALITY:** The Net will level a political playing field now tilted in favor of glossy, well-financed candidates.

It is a myth that in American politics, the best-financed candidate wins. In reality, the most technology-savvy wins. Consider that in the 1930s, Franklin Roosevelt won by leveraging radio technology.

In the 1960s, John F. Kennedy won by leveraging television technology. And in 2000, the next president will leverage Internet technology.

Just look at what someone like Jesse "The Body" Ventura has already done with it.

Last year, Ventura was an ex-wrestler with a cavalier attitude and little chance of being elected to major public office. Then he stunned the nation by winning the Minnesota governor's race—due partly to an Internet strategy. As a result, everyone running for president next

year—or thinking about running—has a Web site. The campaign manager's logic looks something like this:

- More voters are more Net-savvy.
- The Net can deliver messages with rifle-shot accuracy.
- The Net is cheaper than TV!

In terms of pure numbers, however, the Net is clearly the place to be. Roughly 55 percent of voting-age Americans currently have some kind of Net access, according to Dataquest, a market research firm. Researchers expect that figure to jump to 70 percent by November 7, 2000 (Election Day). And Pew Research finds that 11 million people accessed election news online in 1998, up from 4 million two years prior.


In 1996, the Internet was a novelty that few politicians understood. That was painfully obvious when Republican presidential candidate Bob Dole announced his Web site—and gave the wrong address. This

year, Democratic Internet advocate Al Gore kicked off his presidential campaign online. In the process, he laid to rest another myth: the one that says the Internet is a flash in the pan.



HYPE REALITY SCORE: 9 REAL





**Saved \$50\***

**Saved \$136\***

**Saved \$245\***

**Saved \$16\***

**Saved \$30\***

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# Easing the pain of long-term care

*One man, struck by a debilitating disease, uses his condition to help those in need*

ADL DIGEST [adldigest.com], ELDERWEB [elderweb.com]

**F**our years ago, Martin Bayne hardly looked like a man who soon would require medication just to get dressed, brush his teeth, and wave. He was 45, a highly successful businessman, and, though his hands would shake a bit now and then, in seemingly good health. But now the evidence of his Parkinson's disease is incontrovertible. Every morning he wakes up feeling as if he spent the night in a trash compactor, as he describes it, his body coursing with pain and clutched with near paralysis. Although this may sound overly dramatic, without

his morning drug treatment each day, even the simple act of answering the telephone would cause Bayne agony.

If the early onset of Parkinson's has been a tragedy for Bayne, the passion it has inspired may be a blessing for the rest of us. Rather than hang up his creative spirit, Bayne cashed out his insurance business and turned to the Internet. Now he uses his disease as the thrust behind a Web site devoted to the care of people who can't get through the day alone.

To his Net followers, Bayne is known as "Mr. Long-Term Care," the driving force behind the site **ADL DIGEST** (the ADL in the site's name stands for Aging, Disability, and Long-Term Care, a play of sorts on the well-known acronym for Activities of Daily Living). The site, which explores both the political and personal aspects of caring for people who are sick, elderly, or disabled, started as a simple hobby. Now it features daily health updates, a newsletter, a library of newswire services (including the latest from Capitol Hill), and some 1,400 pages of information. Along the way, Bayne has interviewed such luminaries as former President Jimmy Carter and first lady Hillary Clinton, as well as numerous experts and authors. He writes and posts articles that seek not just to inform constituents but also to help those faced with the agonizing dilemma of how to care for a loved one.

As a result, Bayne finds himself in a field with increasing personal stakes. The National Council on the Aging reports that 7 million Americans provide or manage care for a friend or relative aged 55 or older not living with them. That number will double within 15 years (and doesn't even include those who will be caring for a virtually unmeasurable younger population, whose diseases or disabilities may render them incompetent or unable to cope).

As Bayne continues to develop the Web site, however, his own condition deteriorates. "I hurt. Every part of me hurts. I take little, itty-bitty steps," he says, referring to the hour and a half each morning before his medication kicks in. He can't drive his new car any longer; it takes half a minute to pick up a sock. He says he's grateful for the little things in life, like a

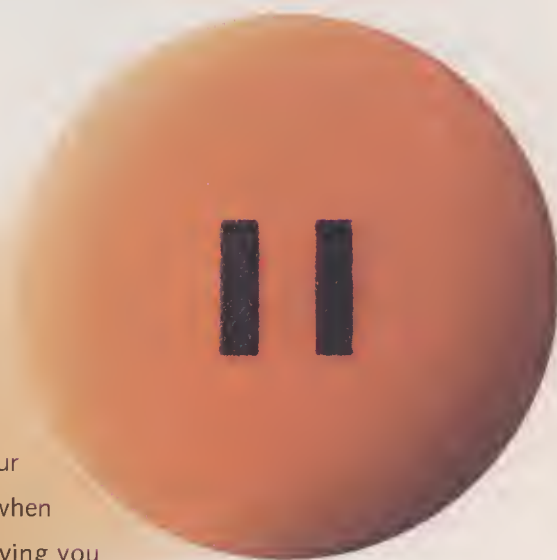


# Your team is down by 3.

It's the bottom of the ninth. The bases are loaded.  
The count is full and those five root beers you drank  
just caught up with you... 12 minutes ago.

The TiVo "Whoa, hold it right there" button.

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tuna sandwich or a great cup of coffee.

Bayne doesn't know how much longer he'll be able to sit down each morning at his computer, which he calls his command center, and run the site. A previous incarnation of his pages, called Mr. LTC, was taken down a few months ago (owing to a failed partnership with another site), and the new version is being slowly reposted. The good news is that Bayne won't have to do it alone: He has successfully teamed up with Karen Stevenson Brown, who in 1994 started a then-modest site called **ELDERWEB**. Today, ElderWeb, which gets tens of thousands of hits a month, provides a list of national orga-

**As Bayne continues to develop the site, his own condition deteriorates: "I hurt. Every part of me hurts. I take little, itty-bitty steps"**

nizations (such as the Alzheimer's Association and National Institutes of Health) to help those in need, as well as health news and the latest studies on aging.

But arguably the most valuable aspect of the site is its personal component. It offers copious resources on understanding and choosing how to care for a loved one who has reached the sunset stage of life, and offers help in steering clear of overly expensive or inadequate providers. These resources are broken down by state and region, and include articles on Home & Day Care, Hospice Programs, Fraud & Abuse, and Shared Housing.

Brown, who spent nine years as the chief financial officer of a nursing-home chain, says that long-term care is never easy. "These are very traumatic, very expensive, life-changing decisions," Brown says. "It's a very, very important topic." And in her case, long-term housing for the elderly has hit close to home; she helped find assistance for her Aunt Margaret, who is in her late 80s. "Even with my background in long-term care," Brown says, "it was mind-boggling."

## SMALL TOUCHES

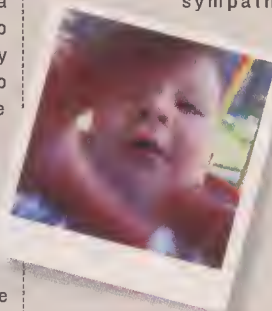


### SUPPORTING WOMEN IN SPORTS

[[womenssportsfoundation.org](http://womenssportsfoundation.org)]

**W**ith a wicked backhand, Billie Jean King broke down barriers for women hoping to be treated as equals in the sporting world. Now she has moved her battle from the tennis net to the Internet. The organization she helped found, the **WOMEN'S SPORTS FOUNDATION**, has served up a cyberspace-based effort to encourage women to play sports and urge the public to give 110 percent support. The site puts much of the 25-year-old foundation's efforts online. For example, an interactive project called Find Your Sport lets visitors input information about their interests and lifestyle. Then the site matches them up with a sport, and helps them get started. Visitors can also look for sports- and fitness-related jobs, and read women's fitness info.

the Internet, Amy Schamburek is putting her experience to work for the benefit of others. Along with friend and fellow parent Laurie Neal, 21, she cofounded the **20ISH PARENTS** site as a community for people who have tots while in their 20s. The site offers tips for Gen-X parents, as well as chat, sympathy,



empathy, humor, and the requisite cute-baby contest. "It's nice for people to be able to talk to other parents going through the same things you are," says Schamburek of the site, which gets 25,000 visitors a month.

### ADVISING YOUNG PARENTS

[[20ishparents.com](http://20ishparents.com)]

**E**ven though they're young parents, Amy Schamburek and husband Michael still find the time to get busy—both on and off the Web. At only 26 years of age, they already have three kids (ages 6, 3, and 18 months), with a fourth expected in December. By using

### DIGGING FOR ROOTS

[[jewishgen.org](http://jewishgen.org)]

**D**uring the Holocaust, Ingeborg Werner lost her parents, and she has been searching for them ever since. Born circa 1940, she says, Werner remembers

growing up around Gdansk in Poland, but became separated from her family during the Holocaust. To this day, she doesn't know their fate. Werner's story and dozens like it appear on the **JEWISHGEN** site. The Web-based project seeks to reunite families torn apart by World War II. The site permits family members to access the database and, in hopes of sparking memories, to record their own stories. Werner, for example, recalls living in a well-furnished home with a stroller for her numerous dolls. Check and see if you remember her.

### SURVIVING A HURRICANE

[[www.miamisci.org/hurricane](http://www.miamisci.org/hurricane)]

**W**hen Hurricane Andrew ripped through South Florida on August 24, 1992, it nearly turned Homestead's Avocado Elementary School into guacamole. But the storm that tore off the school's roof also inspired students to turn the disaster into a learning experience—both for themselves and for Web users worldwide. In 1995, the kids launched an online Miami Museum of Science project and called it **HURRICANE: STORM SCIENCE**. Like the land-based exhibit, the site tells the story of storm survivors, and gives instructions for planning a



backyard weather station. The site also includes a virtual version of the museum's Healing Quilt: Web surfers can tell their own stories of living through natural disasters.



# How Will I Know When The Right One Comes Along?



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# INCREDIBLY USEFUL SITES™

THIS MONTH'S MOST **PRACTICAL** DESTINATIONS BY RICHARD BUTNER



## Stay Wired Abroad

THOUGH CYBERCAFÉS WERE INITIALLY associated with cappuccino, black turtle-necks, and the artsy crowd, they're proving to be useful—abroad, at least—for everyone from bandwidth-challenged freelancers to vacationers sending e-mail back home instead of postcards. For those who must be connected wherever they are, **THE CYBERCAFE SEARCH ENGINE** [[cybercaptive.com/cybercaptive](http://cybercaptive.com/cybercaptive)] helps you find the Net salons at your destination. Enter a city, state, or country and you'll get a list of its cybercafés, with all contact information. Just don't "caffeinate" too much before you log on, lest you start flaming innocent surfers.

## Allocate Your Investments

AMERICANS ARE NOW PLACING more of their money into the stock market than into savings accounts. But are they putting it in the right places?

**ONE/ASSET: THE SMARTMONEY ONE ASSET ALLOCATION SYSTEM** [[smartmoney.com/si/tools/oneasset](http://smartmoney.com/si/tools/oneasset)]

tackles this thorny question, based on such factors as age, portfolio amount, savings rate, and risk tolerance. Its easy-to-grasp pie chart will show you how you can allocate your investments among large-cap, small-cap, and foreign stocks, as well as cash and fixed income.

## Locate Schools

IF YOU'RE A PARENT MOVING your family to a different ZIP code, you can't ignore the quality of a potential new school district. At the **NATIONAL PUBLIC SCHOOL AND SCHOOL DISTRICT LOCATOR** [[nces.ed.gov/ccdweb/school](http://nces.ed.gov/ccdweb/school)], you simply plug in a location to get a list of schools along with information on contacts, teacher-student ratios, and student-body population by grade and ethnicity. You can tailor searches to find schools of a certain grade level or total number of students. It's a good place to do some house-hunting homework.

## Find Fresh Veggies

ONCE YOU'VE EATEN FARM-FRESH PRODUCE, there's no going back to what dwells in the freezer case. But if you can't seem to find the broccoli head of your culinary dreams close to home, search the **USDA: FARMER'S MARKETS** [[www.ams.usda.gov/farmersmarkets/map.htm](http://www.ams.usda.gov/farmersmarkets/map.htm)].

Click the U.S. map to locate the farmer's markets in your state. Now

you're one step closer to grilling fresh eggplant instead of the usual hot dogs.



## Automate an Apology

HAVE YOU BEEN ON THE NET FOR A WHILE? IF SO, you may have resorted to Cyrano Server's Love-Letter Generator in a desperate moment, or even received one of its mash notes. Think of **MARK'S APOLOGY NOTE GENERATOR** [[net.indra.com/~karma/formletter.html](http://net.indra.com/~karma/formletter.html)] as the flip side—your ghostwriter for patching a romance gone awry. Use its simple pull-down menus to craft an apology letter to your wife or girlfriend. Oddly, there's no provision for female acts of contrition, though Mark's Bitch Letter Generator is designed for ladies with a gripe. We're glad we don't handle *his* e-mailbox.

## Dig Up a Biography

WE'RE BIG FANS OF BIOGRAPHY.COM, BUT **LIVES, THE BIOGRAPHY RESOURCE** [[members.home.net/klanxner/lives](http://members.home.net/klanxner/lives)] is another great place to read up on the famous, infamous, and not-so-famous. You'll find not only a profile of Albert Einstein but



also some good words on the lesser-known, but quite notable, jazz saxophonist Albert Ayler. Its pages link to thousands of sites, and many of its biographies are smartly grouped into collections dedicated to specific professions or eras.



# CAMEL



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**SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

## VIEWER DISCRETION ADVISED

THIS AD CONTAINS:

**HW** Hungry Women

**HG** Hot Guys

**MS** Man Stew

**Mighty Tasty!**





## Ensure a Better-Fitting Bra

EVER NOTICE HOW VICTORIA'S SECRET models' clothes always fit perfectly? Favorable anatomy may have something to do with it, but perhaps they also have used the measurement calculator at **VICTORIA'S**



**SECRET: THE BRA SALON** [[victoriassecret.com/vsc/html/brasalon/siz\\_calc](http://victoriassecret.com/vsc/html/brasalon/siz_calc)] to get those perfect fits. Significant others would be wise to visit before they buy some lacy (and potentially ill-fitting) undergarments for the women in their lives.

## Hunt Down Property Values

WANT TO FIND OUT HOW MUCH YOUR COUSIN, who still owes you \$500, paid for his new 10-room house? If he lives next door, a trip to the tax assessor's office can answer that. But what if he skipped town years ago? The University of Virginia's **PROPERTY ASSESSMENTS ONLINE** [[www.people.virginia.edu/~dev-pros/Realestate.html](http://www.people.virginia.edu/~dev-pros/Realestate.html)] links to various county assessment offices. Now go get your \$500 back.

## Profile Your Favorite Passer

HOW DO BRETT FAVRE'S STATS AS A QUARTERBACK rate against your son's high-school efforts? **QUARTERBACK PASSER RATING**

**CALCULATOR** [[primecomputing.com/javaqbri.htm](http://primecomputing.com/javaqbri.htm)] will measure both of these stars' overall performance as QB, as determined by pass attempts, completions, yardage, touchdowns, and interceptions. It's also a great place to settle friendly bar bets about which NFL quarterback really deserves that multimillion-dollar contract.

## Learn to Type

THE BACKSPACE KEY IS PROBABLY THE MOST popular reason why few people miss the typewriter. But if you're a good typist, you can skip that key entirely. Visit **TYPDROME** [[www.absurd.org/jb/typodrome](http://www.absurd.org/jb/typodrome)] for some touch-typing lessons. The curriculum here includes drills to find out your characters-per-minute and error rates. You can see just how much you've slipped (or maybe improved) since ninth-grade typing class.

## Surf Like a CEO

DESIGNED FOR THE BUSY EXECUTIVE, **CEO EXPRESS!** [[ceoexpress.com](http://ceoexpress.com)] gathers on a single page links to daily news, search engines, stock and business research, and references. And though its motto—"80% of the useful information on the Internet comes from a tiny percentage of the available Web sites"—isn't so generous, you'll find links to some of the handiest sites here.

## Improve Your Blackjack Game

SMART GAMBLERS PLAY BLACKJACK BECAUSE the game offers one of highest edges in favor of the player. But to take advantage of that handicap, you need a plan. Tell **BLACKJACKINFO.COM** [[blackjackinfo.com](http://blackjackinfo.com)] the particular rules for the casino in which you play, and you'll get the optimal basic blackjack strategy rules.



## INCREDIBLY USEFUL DOWNLOADS

### THE 100 PROOF

cocktail planner [[drinks101.com](http://drinks101.com)]. The self-proclaimed "official cocktail planner for the next millennium" is a painless way to bone up on your bartending knowledge, or just find some new drink recipes: More than 742 are included here. Need to know the ingredients for a Will Rogers? You'll find the recipe here, along with dozens of better-known concoctions. Its graphical, hip tutorial covers different types of bar glasses and tools, and tells you how to prepare everything from a frozen margarita to a flaming rum drink. Free.

### BABY BITS

Did Mom create a baby book for you when you were born? If not, how else would she be able to remember that you loved broccoli (as a weapon, that is)? **BABY BITS** [[babybits.com](http://babybits.com)], an itty-bitty download, takes this family tradition online, providing the tools to create a lasting electronic—and printed—chronicle of a child's first six years. In addition to providing space for such fun facts as first steps and first words, the journal also stores bank account information, immunization and growth charts, and a family-tree page. Sorry, you can't plot your inner child's development with it; that's a job for a skilled professional. Free demo; \$39.95 to register.

### WEBTRANSLATOR

[[ourworld.compuserve.com/homepages/DennisRe/wt\\_info.html](http://ourworld.compuserve.com/homepages/DennisRe/wt_info.html)] At least a couple of very useful translators live on the Web. But what if you're off-line writing a letter in Word and just don't want to go there? This fast-loading translator reads and writes in French, German, Italian, Portuguese, and Spanish. Type your sentences into its window and voilà, *vous avez votre traduction* (you have your translation). The trial download expires after 30 days, but \$29 will reactivate your mini United Nations.

### COMPUTE!

The standard Windows calculator is handy, but it falls short of being truly indispensable for several reasons—one of which is that it lacks a running "tape" of the numbers you're crunching. **COMPUTE!** [[telusplanet.net/public/bigbill](http://telusplanet.net/public/bigbill)], however, has one, and it can handle square-root functions and scientific calculations as well. And if you're the type who wants to hear each rat-a-tat-tat of the adding machine, its circa 1974 sound effects will have you fretting about inflation all over again. Free demo; \$20 to register.



# Can your surge protector handle this?



Real Life

A typical computer is subject to more than 120 power problems a month.\* More than

\$600 million worth of computer equipment was destroyed last year due to bad power.\*\* -SOURCE: \*IBM, \*\*SafeWare

Utility power, by its very nature, fluctuates in strength, often with serious consequences. APC's SurgeArrest family prevents those surges from reaching your valuable equipment. The APC SurgeArrest SurgeStation offers high performance surge protection for small business/home office applications. The SurgeStation features eight outlets, including two "always on" outlets, transformer block spacing and a master on/off switch with a switch guard to prevent accidental turn-off. With APC's Legendary

## FREE Guide to Surge Protection

Learn how to choose for your system

- ☐ **YES!** I want to know how to choose the right power protection for my system. Please send me my FREE Guide to Surge Protection.
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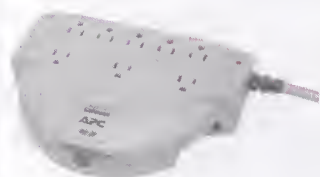
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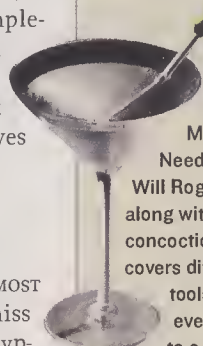
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# Can your surge protector handle this?



## If not, you may be plugged into a potential disaster.

You can find APC power protection products at:



COMP

MicroWAREHOUSE  
1-800-345-2045



Office DEPOT

\*See policy for details. Model Pro8T2 shown in photo, which carries a \$10,000 Equipment Protection Policy.

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APC SurgeArrest®  
SurgeStation™

### Real Life

A typical computer is subject to more than 120 power problems a month.\* More than

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Utility power, by its very nature, fluctuates in strength, often with serious consequences. APC's SurgeArrest family prevents those surges from reaching your valuable equipment. The APC SurgeArrest SurgeStation offers high performance surge protection for small business/home office applications. The SurgeStation features eight outlets, including two "always on" outlets, transformer block spacing and a master on/off switch with a switch guard to prevent

accidental turn-off. With APC's Legendary Lifetime product warranty and up to \$25,000 Lifetime Equipment Protection Policy\*, isn't it time you protected your electronic equipment with APC?

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## The Active Internet

 your official web guide to  
**Fly Fishing**

Maybe you saw *The River Runs Through It*. Or maybe you've been tying flies since you were a kid. However you got hooked, if you are one of the 6.5 million people who fly-fish you know that few other outdoor sports present quite the opportunity, or challenge, to become one with nature.

To learn more about your quarry, surf over to North East Fisheries Science Center's extremely clever FISH FAQ (<http://www.wh.who.edu>). Illustrated with a mix of fine illustration and gorgeous color and vintage black and white photography, the site covers everything you always wanted to know about fish but were afraid to ask, like do fish chew their food? (*not in the human manner; they'd suffocate if they did because it would interfere with the passing of water's oxygen over the gills*); do fish sleep? (*if by sleeping you mean closing their eyes no, because they don't have eyelids; most rest by doing what we call daydreaming*). And if daydreaming is as close as you've ever come to flyfishing, scroll through Robert Yacullo's BEGINNERS' NETGUIDE TO FLYFISHING (<http://www.myhost.com/flyfishing101>), a helpful primer that covers all the basics—equipment needed for tying flies, assembly how-tos, casting techniques, and knots with just the right mix of reverence and practicality.

Then, to stock up on the tools you'll need to get started, check out the informative fly-fishing directory at the sporting-life



merchandise Orvis ([www.orvis.com](http://www.orvis.com)), which sells everything from fly-tying supplies (hair, eyes, feathers) to materials for building your own fly rods.

Once you've mastered these basics, check out one of the many all-purpose fly-fishing sites offering features, news, product info, and advice. To get a line on the sport's hottest topics check out the encyclopedic ABOUT.COM flyfishing site (<http://flyfishing.miningco.com>) where the buzz is over the pros and cons of the eco-

friendly catch and release policy. Good for both beginners and pros, About.com also features a super-useful links page that can steer you to casting tips, schools, equipment suppliers, and conservation information—preserving our natural fishing resources is a major discussion point at almost every site. THE VIRTUAL FLYSHOP e-zine (<http://www.flyshop.com>) is another keeper, chockfull of equipment reviews, fishing tips for the pro and novice, exposition updates, and news as well as an interactive map of the U.S. that gives you regional updates on how the fish are biting around the country. If you'd like to test the waters yourself but need some help, THE FISHERNET (<http://www.thefishernet.com>) offers a directory of fishing guides from Alaska to the Carolinas in addition to license and contact information, useful wind and weather links, an articles archive, and a fly tyer of the month showcase. Whether you're an old hand at fly-fishing or a novice, you'll find plenty of Web sites that will have you striking at the bait.



If armchair fishing around the web has you jazzed about actually booking a trip, there are a number of ways to go. You can book hotels, B&B's, lodges, and resorts through GORP (<http://www.gorp.com>), as well as search out fly-fishing trips and guides by region, both within and outside of the U.S. OUTDOOR INTERNATIONAL (<http://www.outdoorinternational.com>) offers a substantial fly-fishing section; a recent search for local guides yielded 82 matches with phone numbers and links. OI also has information about how to get a license and regulations governing dates, seasons, limits, lottery draws, etc. If you'd rather take the no-fuss route, L.L. BEAN ([www.llbean.com](http://www.llbean.com)) offers great fly-fishing packages as well as gear and loads of tips and advice. **Find out more about fly fishing activities at Subaru Outback Rendezvous at our site [www.subaru.com](http://www.subaru.com).**





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# OLD WAY NET WAY

COMPARING THE **TRIED-AND-TRUE** WITH THE **NET-AND-NEW** BY DAVID SHEFF

## Shopping for a new home

### OLD WAY

**1** With our broker, we drove endlessly through neighborhoods in Marin County near the school where our 5-year-old will soon begin kindergarten. Most houses were outrageously expensive and/or unbelievably ghastly.

**2** While driving on our own, we found FOR SALE signs and called our broker, who was kind and patient when he informed us that each house we liked was out of our price range.

**3** We checked the newspapers and made dozens of calls about houses that sounded promising. But we were usually disappointed when we drove to the addresses. We learned to distrust words like *charming*, *comfortable*, and *nestled in the redwoods*.

**4** Exhausted and frustrated, we decided to try the Net.

#### TIME ELAPSED:

Several days

**COMMENTS:** If newspaper ads included photographs of each home, we would have saved ourselves a lot of time.

### NET WAY

**1** Our broker recommended two Web sites for the San Francisco Bay Area: **MARIN HOMES** [[www.marinij-homes.com](http://www.marinij-homes.com)] and **BAREIS MLS** [[www.bareis.com](http://www.bareis.com)], as well as a comprehensive national site, **REALTOR.COM** [[realtor.com](http://realtor.com)].

**2** Searched available homes by price, location, and the number of bedrooms. Most listings include photographs. On my first surf session, I discovered—within minutes—a house that looked more interesting than anything else we had seen in our price range.

**3** E-mailed the URL to our broker, who e-mailed more details and checked with the selling agent. The agent e-mailed back to say that although the seller had already accepted an offer, it looked as if the deal might fall through.

**4** In response to our request, another e-mail message arrived with directions to the home and a time to meet. We headed over. The minute we saw it, we knew that this was the one.

**5** We placed an offer the Old Way. After some negotiating, the seller accepted our offer as a backup. Now we have to see if the first offer falls through. Stay tuned.

#### TIME ELAPSED:

3½ hours surfing and deciding on the house

#### COMMENTS:

In an upcoming issue, I'll compare the Old and Net ways of financing the home—assuming we get it.



► **WINNER: NET WAY** Online house hunting is a revelation.



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# Giving to the Kosovo refugees

## OLD WAY

**1** Called the numbers listed in the phone book for the International Rescue Committee and the International Committee of the Red Cross. Made donations using a credit card.

### TIME ELAPSED:

6 minutes

**COMMENTS:** Of course, these are only two of the charities working in war-ravaged Yugoslavia.

## NET WAY

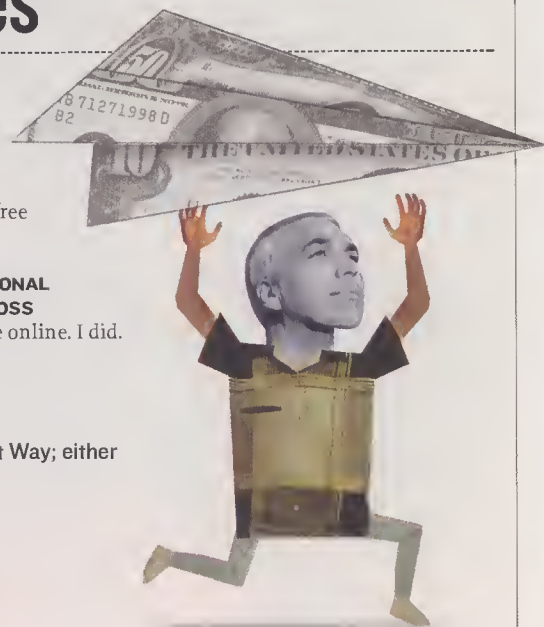
**1** The **INTERNATIONAL RESCUE COMMITTEE** [[www.intrescom.org](http://www.intrescom.org)] has an informative site with a toll-free number. Called and pledged.

**2** At **SUPPORT THE INTERNATIONAL COMMITTEE OF THE RED CROSS** [[helpicrc.org](http://helpicrc.org)], one can donate online. I did.

### TIME ELAPSED:

6 minutes

**COMMENTS:** Old Way or Net Way; either one works fine.



► **WINNER: TIE** Whichever way you choose, be sure to give.

# Finding an area code

## OLD WAY

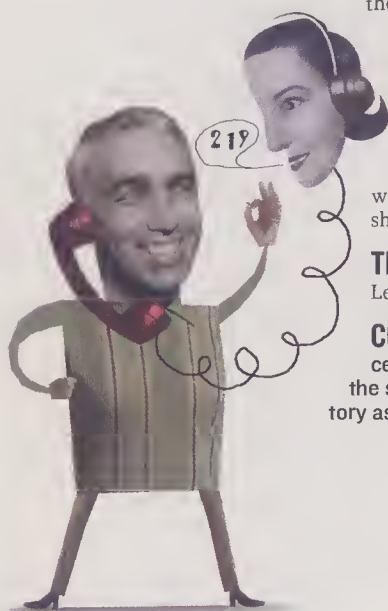
**1** I had to call someone in Gary, Indiana, but didn't know the area code and therefore couldn't call the national directory number, 555-1212. Called the "00" operator and heard, among the choices, one I didn't know existed: "Double o info U.S. directory." As instructed, I pressed "1."

**2** An operator not only gave me the area code, 219, but also asked if I wanted the number of my party. I did, and she provided it.

### TIME ELAPSED:

Less than a minute

**COMMENTS:** There's a charge—99 cents plus tax per two listings. For about the same price, you can get national directory assistance by dialing 411 in many cities.



## NET WAY

**1** Tried the Telephone Search on Yahoo!, but my party wasn't listed.

**2** Searched for *telephone area codes*, and chose **TELEPHONE AREA CODE FINDER** [[mmiworld.com/statelis.htm](http://mmiworld.com/statelis.htm)].

**3** Scrolled through the long list to Gary, Indiana, and found the area code—but I still had to make a call.

**4** Called the old standby, 219-555-1212, and got the number.

### TIME ELAPSED:

3 minutes

**COMMENTS:** There's a charge for the call, too. The amount depends on your local carrier.

► **WINNER: OLD WAY** With the new system, one phone call is now all it takes.



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# Internet 'midwife'

*A chat with **Candice Carpenter**, cofounder of iVillage, about how women use the Web*

**T**HREE YEARS AGO, MORE THAN 80 PERCENT OF INTERNET USERS WERE men. Now men and women share cyberspace almost equally. You've come a long way, baby—and quickly. And this parity may be short-lived. *Y-Life* columnist Roger Ebert speculated last month that the Web may be an even more natural fit for women than

for men, and many observers agree with Warner Bros. Online vice president Jim Banister, who predicts, "Women will dominate usage of the Internet."

No wonder, then, that the battle is now

heating up among online purveyors of content—not to mention commerce—for women. The most popular women's site at present is **IVILLAGE.COM**, which attracts 5.5 million unique visitors a

month, more than such mainstream sites as ESPN.com and *USA Today* online. It's far ahead of its competitors, including such heavily backed sites as Oxygen Media's *Electra*; Condé Nast's CondéNet offerings; and Hearst Corporation's HomeArts, which is now part of Wire Networks Inc.'s Women.com. In fact, iVillage was one of this spring's hottest IPOs, and the 4-year-old company has a market capitalization of more than \$1.6 billion.

iVillage is the cocreation of Candice Carpenter, a CEO with a colorful reputation that may now include being the richest woman executive on the Internet. Her net worth (on paper) hit a high of \$90 million earlier this year before settling to less than half that in the general decline of Net stocks. A single mom with a reputation for tough-mindedness—one article called her "an icy, ruthless businesswoman"—she runs a Web site of thoughtful advice and information whose main claim to fame and fortune is the fuzzy business of providing "community" for women.

There's been high turnover at iVillage, and Carpenter was also involved in a minor furor when a former chief financial officer sued iVillage, charging that there were improprieties in the company's bookkeeping practices. A related court case is ongoing.

But Carpenter must be doing something right. In 1995, she was consulting for America Online after stints as a television executive at Time Warner and as chief executive of Q2, the upscale (and now defunct) version of home shopping network QVC. AOL Studios president Ted Leonsis backed Carpenter's idea for a Web enterprise with seed money of \$2 million. She then created iVillage with Nancy Evans, the founding editor of *Family Life* magazine, and Robert Levitan, founder of the video publishing company YearLook Enterprises.

Four years later, the company's revenues—from partnerships with a wide range of businesses both online and off, such as Charles Schwab & Co. and AT&T; from advertisements and e-commerce, including its shopping channels; and from iBaby Inc., a new subsidiary that sells baby products—are increasing. Like many Net companies, though, iVillage has yet to show a profit.

One thing is clear: Carpenter will con-



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tinue to be tested as she attempts to keep iVillage ahead of an increasingly crowded pack. Indeed, we began our interview of Carpenter not long after the launch of her latest challenger, Oxygen Media, which is also targeting women on the Net. This time Carpenter will be up against an especially formidable duo, TV executive Geraldine Laybourne and none other than Oprah Winfrey. (Also raising the profile of the venture was billionaire Paul Allen's announcement that he is investing \$100 million.) But Carpenter seemed characteristically confident as she answered questions about Oxygen, her management style, and the place of women on the Net.

**Y-LIFE:** What do women want on the Net? Is it different from what men want?

**CARPENTER:** They want it all. Women are interested in being able to go, in the course of five minutes, from a financial question to a parenting issue to "Should

## Women are naturally integrative in the way we cross topics, the way we integrate work and family and the rest of our lives

I quit my job and start a company?" to "How can I make my relationship better?" That's not an unusual series of leaps—or clicks—for a woman. Men, on the other hand, focus more on one area, whether it's sports or finance.

Men and women consume media quite differently. In every medium, there are quite distinct gender differences. Every-

body consumes Diet Coke the same, but not media. The top magazines for women tend to be multitopic. The top magazines for men tend to be single-topic, whether it's sports, sex, or finance.

**Y-LIFE:** Staying with the magazine analogy, although it's true there are more general-interest magazines for women than for men, what about traditional men's magazines such as *Esquire*?

**CARPENTER:** It's an extremely small part of the men's market. The bulk is made up of vertical titles, whereas the greatest market share for women is general, cross-topic publications. If you actually think about the way women think and operate, it makes sense. And now the Web reflects this: There are sites for men that focus on technology, sports, finance—and general-interest sites like iVillage for women. They like the idea of having all the things they're interested in not only in proximity but also with common and consistent navigation, where membership in one of those topics would buy them immediate entry into the other topics. Women are naturally highly integrative in the way we cross topics, the way we integrate work and family and the rest of our lives. Women tend to be wired that way. When creating the women's network, we researched this, and women reinforced it.

**Y-LIFE:** Are women's sites also safer worlds for women because they are less likely to be harassed and intimidated?

**CARPENTER:** I don't really think that's it, though there is another reason women like a site populated by other women. Women are juggling a tremendous number of things. They still have the primary parenting responsibility, and they are increasingly in the workforce. Women are contributing more to the net worth of their family and maintain their family's budgeting. Also, they are responsible for almost all the shopping in the family.

I spend my whole day solving problems, both big—"What do I want to do with my life?"—and small—"What car should I buy?" My day is made up of one problem after another. The way I go about solving them is usually a combination of talking to my friends about what they did, researching some data, and listening to whatever information is out there. I may call on an expert if one is available. That's a natural decision-making process for me.

iVillage replicates that process on the

### :// on-site

## IVILLAGE IS ASKING, AND WOMEN ARE ANSWERING

*iVillage polls its readers on every conceivable issue. Here's a sample:*

**"Do women care about fashion anymore? Do you? Do your friends?"**

"There are as many answers as there are women....I, myself, like to look at magazines and see the clothes. But as I'd never fit in them and can't afford them..."

"...The most we'll get is stuff from the Gap, or Old Navy to be 'trendy.' Otherwise, it's just a jeans and T-shirt life for me. And that's ok."

"I have clothes and accessories of the latest trend and fashion. However, sometimes I get so lazy I just dress as casually and everyone thinks I have no fashion sense at all! Believe me, it's not just the clothes u wear, u

have to match your makeup, hair, bag, shoes, nails, it's such a hassle."

**"Do you consider a kiss as cheating? What would you do if your significant other kissed someone else?"**

"If it is a friendly kiss it is ok. If there is some passion involved I would not be very happy with my husband and we would have to have a very serious discussion."

"Mouth kissing is reserved

for me!...anything intimate like that would be cheating. And as I'm very jealous (though trusting) I would be so hurt if my lover kissed someone else, that I would have to leave him: emotionally first, physically next...."

**What makes a good manager?**

"A good manager is one who gives compliments on good work and points out how to improve on not so good work instead of harping on the negatives."

"I work in a very male industry and the best manager I've ever had was a woman and mother of 3. I think the mother in her gave her the ability to delegate, not play favorites, encourage strengths, explore weaknesses in a positive way and look for creative solutions rather than take the standard company line."





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Internet—the process of solving problems, using the same combination of things that would naturally lead to a solution for a woman. We have the experts, the information from advertising and other sources, and many other women to talk to. A huge part of the process involves talking to each other, sometimes about very intimate things.

So I wouldn't call it a safety issue, but there certainly is an issue of comfort. Women do want an intimate environment. Women say, "On these big, open portals it feels a little strange to be discussing my husband's impotence or the fact that I am infertile." iVillage feels more intimate. Those discussions go on all the time.

**Y-LIFE:** It's one thing when it comes to sexuality or fertility, but why would a woman go to iVillage for information about finance or pets, rather than to a site devoted to finance or pets?

**CARPENTER:** For the same reasons. There are many intimate conversations going on at iVillage about all of these things, and it feels kind of warm and friendly. There are many big malls out in cyberspace, but our shopping channel feels much more comfortable for women. Our sites are personally reviewed by our members. There's an intimacy when you read these reviews, as opposed to an impersonal shopping mall. It's like talking to your friend about her experience at a store. Women are about 49 percent of Internet users now. Because they buy 80 percent of all the products bought in this country, they are the predominant economic force.

**Y-LIFE:** But not on the Net—yet.

**CARPENTER:** They're catching up on the Internet. In the fourth quarter, they made 55 percent of all online purchases. [*Various studies dispute this, putting women's online purchases in 1999 at levels lower than men's.*—Ed.] Women are coming on very strong. A year ago, it was just 20 percent or so.

**Y-LIFE:** Will they catch up online, where so much of the commerce is guy stuff—computers and related technology?

**CARPENTER:** Women's commerce online is growing twice as fast as men's. They'll undoubtedly catch up and pass men.

**Y-LIFE:** What are women buying?

**CARPENTER:** Apparel and toys are big categories.

**Y-LIFE:** You've faced some tough competition, but do Oprah Winfrey and Oxygen intimidate you?

## We're the midwives of something being born on the planet. It will be born, regardless. Our job is to still be standing once it's here

**CARPENTER:** You can't say anything bad about Oprah; she's like the American flag. But all you have to do is look at the Oxygen Web site. You see that the people involved have been very focused on television and are only now getting their sea legs on the Internet. But this is a completely different medium. [My cofounder] Nancy Evans and I brought lots of our own baggage four years ago. We went through the learning cycles, shedding our assumptions, a long, long time ago. Now we're heavy on the front line of what can be done online. The people at Oxygen are much more TV-centric and celebrity-centric. For us, the celebrities are all the individual women on iVillage. We prefer to rely on them. They collectively have an enormous amount of wisdom.

**Y-LIFE:** How about Women.com and the other women's sites?

**CARPENTER:** Women.com focuses on information. We are more about actually executing and problem solving. We're very different in that way. Whereas the other women's sites may have information to read about finance, our finance site has a broader goal: to get a woman who has never invested in stocks before, who has never tackled the problem of net worth, to be able to start from the beginning. Through a combination of working with experts and a group of other women who are also new investors, she can actually sign up at Schwab for online trading. We take her through the entire cycle. We don't just dump her into Schwab. We have a program that helps women build their net worth in a very organized way, step by step.

Beyond financing, we have a program to quit smoking. We have another one about dieting. You don't come to iVillage to read; you come to iVillage to get stuff done.

**Y-LIFE:** iVillage began as a gender-neutral portal. Was competing in the women's market an afterthought?

**CARPENTER:** Actually we've had a pretty consistent philosophy from the beginning. When we started the company, only 8 percent of the Internet audience was women. For this reason, we started with content that would be attractive to women but could be supported by men as well. We began with sections on parenting, health, and work—the three most important things to all baby boomers, men and women. But we knew they would draw heavily with women. We had 70 percent female traffic pretty fast, so our initial categories attracted women disproportionately to their level on the Internet. Still, the additional traffic—and involvement—of men was helpful at that point in terms of scale.

It took about a year and a half to decide it was time to commit to a full women's network, to more explicitly be for women. That's when we began to offer more channels for women.

**Y-LIFE:** Early on, there were criticisms of your management of iVillage, including charges of accounting improprieties. What happened?

**CARPENTER:** We were on the road show, ready to go public, when the press about those started. Every investor we talked to said, "Look: If this were something serious, they wouldn't have raised it two days before the IPO. We've seen this before. It's rank opportunism." Price-waterhouseCoopers has been our accounting firm since we opened the company. Goldman [the investment bank that led iVillage's financing round] is pretty discriminating about their clients. There is absolutely nothing to those charges. The timing speaks for itself.

**Y-LIFE:** It's still relatively rare for a woman to be running a company in high technology. What barriers have you had to surmount?

**CARPENTER:** First of all, I don't think we're running a technology company. I think of iVillage as a media company. We have to do technology right, but we'll succeed or fail as a media company.

But either way, I haven't encountered sexism at all. I had been successful as head of a division of Time Warner and ran a business for Barry Diller. I've had no hurdles that were gender-related; 176 >>





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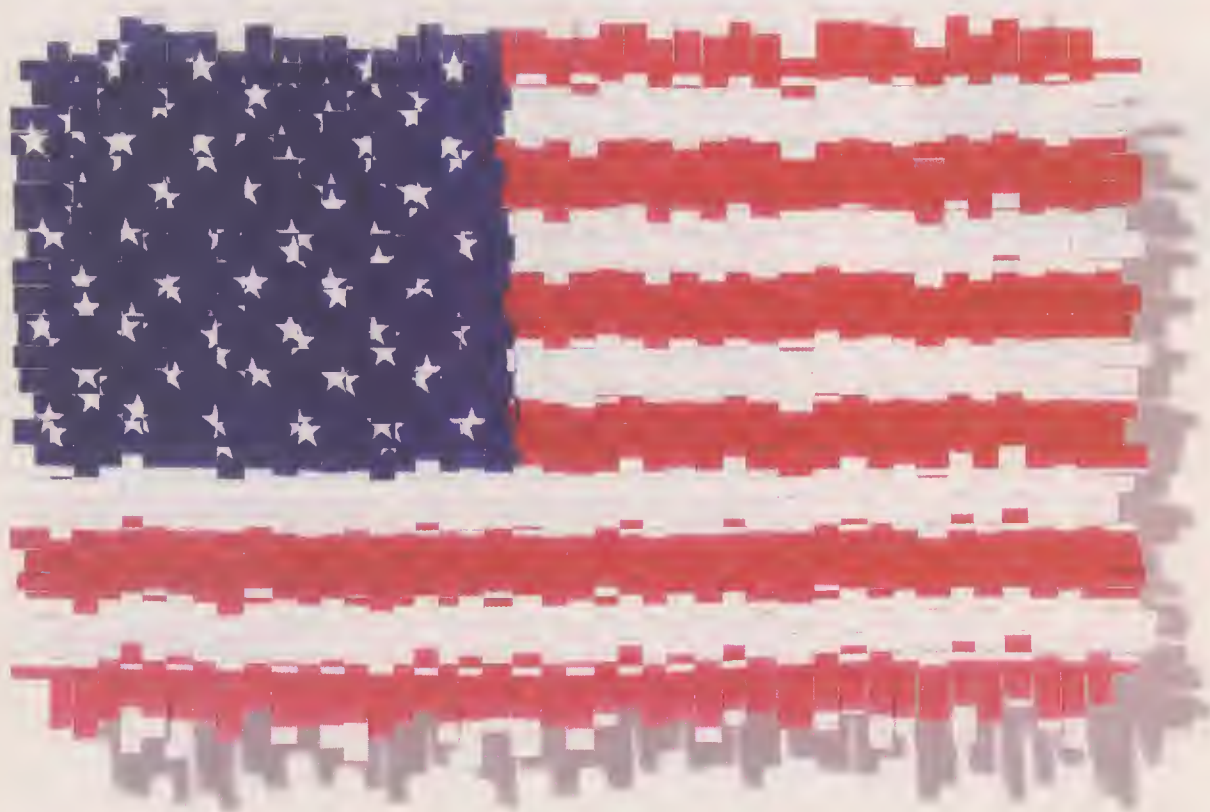
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# HOW the NET changed.

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IN THIS INTERNET MOMENT—A  
REMARKABLE CONVERGENCE OF  
CALENDAR AND CHANGE—WE THE  
PEOPLE HAVE A CHANCE AT LAST  
TO BECOME OUR OWN MASTERS

BY JON KATZ





►► This is the Internet moment, and perhaps it was inevitable that it should come on the eve of the new millennium.

Created more than a generation ago by a diverse assortment of academics, engineers, hackers, government scientists, digital hippies, and teenagers holed up in their bedrooms with primitive phone equipment, the Net has exploded. Day by day, the network becomes more mainstream, winding its wired way into millions of offices, schools, and homes. Nobody can calculate precisely how many Americans are using it, but more than 100 million

people are believed to have Internet access.

They're reengineering their communications, changing the way they get their news, forming communities, making their own media, finding new ways to browse and shop, reconfiguring their research and leisure time. They are discovering that, as Howard Beale shouted in *Network*, they don't have to take it anymore. And millions of them aren't.

As if the dams had burst, money and cultural influence are gushing away from New York, Los Angeles, and Redmond, Washington, flowing in a torrent from the country's most powerful institutions out toward Harry and Martha, sitting at their keyboards in the den.

We are all moguls now, pooh-bahs with our hands on the machinery of vast empires. We are retail lords, media masters, forces on Wall Street and in Hollywood. And we don't even have to put on ties or heels.

Politics, business, the arts, foreign affairs—it sometimes seems as though culture itself were being decentralized by the vast, organic agglomeration of computers, cables, lines, and chips that scientists like to call "the Network."

It's hard to keep track of the evolutionary digital leaps. Consider just the past year or two: Former pro wrestler Jesse Ventura, of all people, became the first politician to win a major election via the Net. His **JESSENET** site raised money, organized volunteers, and disseminated messages for a fraction of what his opponents in the Minnesota gubernatorial race were spending on TV and newspaper ads. Come to the campaign rally tonight in suburban Minneapolis, one JesseNet alert urged. And don't drink and drive—but if you do, and you get busted, make sure to tell the sheriff to vote for Jesse.

Politics will never be the same. At campaign's end, Ven-

tura was the governor and a national figure, and he didn't owe a dime. No wonder Al Gore wants credit for the Net.

Then there was **EBAY**, which turned out to be much more than an electronic auction house. It became an explosive retail happening, a new kind of connection among buyers, sellers, and products, transforming computer screens into global Wal-Marts. Sellers and buyers worldwide could browse digital aisles, often completely bypassing distributors and other middlemen.

Ditto for music lovers and music makers, as the little MP3 player shook up the music business and altered the distribution of sound for good. New artists now post their music on Web sites, which permits them to reach vast audiences without signing onerous industry contracts. College students collect music like baseball cards, compiling vast, personalized archives, with no need to buy a stereo, even.

Meanwhile, new messaging systems, such as **ICQ** and Adam Hinkley's **HOTLINE CONNECT**, are reinventing corporate and personal communications. They permit real-time, around-the-clock dialogue among friends, families, students, teachers, hobbyists, shoppers, and businesses, and they just may render the venerable telephone obsolete.

Culture and the Internet are becoming inextricably linked. TV shows such as *The X-Files* have come of age on the World Wide Web. Soap operas have their own, wildly popular Web sites that archive scripts, keep track of characters and story lines, and make programs continuous and integral parts of fans' lives. Major cultural happenings such as *Star Wars: Episode I—The Phantom Menace* are introduced and promoted online.

Web logs, Web rings, and mailing lists are sprouting all over the Net, spreading the word and threatening the slug-

gish, reactionary, and passive models of traditional journalism. These new kinds of media—personal, thematic, intensely linked sites (check out a few: **PETERME.COM**, **CAMWORLD**, **MEMEPOOL**)—are the wave of the future. They're smart, attractive, informal, useful, and profoundly connective.

Computer games, once considered to be the province of weird, obsessive adolescents, suddenly have become a mainstream, middle-class hobby: **ULTIMA ONLINE** has grown so crowded that wannabe participants are paying thousands of dollars to purchase other players' virtual characters, properties, and tokens.

Some pundits continue to revile the Net, calling it a source of perversion and pornography. But that phobia has obscured yet another social revolution: On America Online, in many other chat rooms, on mailing lists, and at adult sites, Americans are suddenly free to talk openly about sexuality, without risk of humiliation or arrest. And they are taking advantage of it.

Not yet convinced of the Net's impact? Ponder the e-trading boom: It has begun digitally redistributing wealth. According to the Net research firm **NFO INTERACTIVE**, the number of people trading securities online has tripled in the past 16 months, to more than 6 million. NFO has also found that more than 20 million American households now tap into the Net for investment news, quotes, and ideas. Until recently, trading stocks was a closed shop. But Harry and Martha are playing the market on giant sites that offer deep research archives, up-to-the-minute news, and direct access to the economy.

Like the MP3 music revolution, e-trading is a powerful example of how the Net is reversing the flow of power: away from long-entrenched institutions and toward individuals with computers, in ways that transcend making money. In fact, influenced by investor interest in e-trading, the New York Stock Exchange and Nasdaq have each considered plans to begin moving toward evening hours and, eventually, a 24-hour stock trading day.

The Net is also affecting individuals and the retailing of products. **DEJA.COM** and other sites allow consumers to form communities based on interests—to rate and discuss everything from antidepressants to cars, from DVDs and computers to new movies.

Small-business owners are adopting new tactics as well. Grimy body-shop proprietors pull up sophisticated car computer models and order fenders and parts while compiling their estimates online.

The Net has also transformed family communications. Middle-aged Americans are pouring online to talk with their college-age children or grandchildren. People who have relocated all over the country go online to listen to their hometown radio station or read the local newspaper. Families are throwing up biographical Web pages by the hundreds of thousands, tracking down long-lost family members, compiling histories, and posting such milestones as births, deaths, and graduations.

In suburban Chicago, a hungry computer geek logs on to **ALTAVISTA** at dinnertime and asks the search engine, "Where can I get take-out pizza in Richton Park?" In seconds, the answer pops up on the screen. Search engines have morphed from vast lists of sites and topics into organic foragers, sorting the archives, stories, people, and subjects of the world on a single screen.

Researchers at the Massachusetts Institute of Technology and other institutions report that the Net is radically altering academia. Studies that used to take years to circulate for approval and comment now transmit in minutes. Faraway scholars are no longer isolated from their colleagues. They can participate instantly.

The Internet moment, furthermore, has almost killed off the very idea of censorship. All during NATO's Kosovo bombing campaign, messages streamed in and out of Yugoslavia online. E-mail traffic was so important that there were rumors NATO had targeted Net servers and their power sources. When China's government-controlled press refused to report American apologies for bombing the Chinese embassy in Belgrade, ordinary Chinese soon learned of it anyway, via the Net.

In Tehran, even in Baghdad, the porous border is a staple of contemporary life. No country that wants to prosper in the global economy can shut down or completely control its networked computer systems.

It's a stunning list of changes for so short a time. *Empowerment* has ceased to be a touchy-feely word; it has become the defining ideology of digital technology and, therefore, of much of the world.

We've seen several defining moments in the past year or so. The release of independent counsel Kenneth Starr's report online was a transforming event that gave many millions of Americans access to a crucial political document before analysts had a chance to tell them what was important about it. Tens of millions of Americans read online all or part of the Starr report, with its unflattering

portraits of Bill Clinton and Monica Lewinsky. Afterward, public opinion on the impeachment issue barely wavered, despite all the political and journalistic tub-thumping from Washington.

Another significant Internet event was the extraordinary outpouring of interest and concern for Matthew Shepard, the gay student at the University of Wyoming who was brutally beaten and left for dead, and whose final hours were followed on Web sites that carried updates on his medical condition and offered condolences to his family.

No less a futurist than Disney's chief "imagineer," Bran Ferren, likens the Internet to the discovery of fire. Princeton University physicist and futurist Freeman Dyson says the Net is the transforming technology of our time. An Oxford don has judged it as important as the creation of movable type.

Not surprisingly, the Net is giving much of the institutionalized world a collective nervous breakdown. The liberation of so much

We are  
all moguls now,  
pooh-bahs with our  
hands on the  
machinery of vast  
empires.  
We are retail lords,  
media masters,  
forces on Wall Street  
and in Hollywood



information has raised more questions than society has considered, let alone answered. Just how has the Net changed us? What is its bottom line, its relevance, its practical application? What will it do for us, and what will it allow us to do for ourselves?

What are the implications for education in the interactive age, when kids at home can access all the information in the world? Can intellectual property be protected at a time when computers can digitize almost all textual and graphical representations? How will the speed of news, surveys, and commentary alter politics? Do we really need all those reporters and bureaucrats clustered in Washington?

And there will be more questions, too. It's sometimes easy to consider the Net only in terms of money, technology, and power. But it also offers an urgent moral challenge. J.C.R. Licklider, a government computer pioneer who commissioned the research that led to the Internet, wrote in an eerily prescient essay in 1968 (reprinted in *Visions of Technology*, edited by Richard Rhodes, Simon & Schuster, 1999) that for society, the impact of the Net "will be good or bad, depending mainly on the question: Will 'to be on line' be a privilege or a right? If only a favored segment of the population gets a chance to enjoy the advantage of 'intelligence amplification,' the network may exaggerate the discontinuity in the spectrum of intellectual opportunity." Licklider's question remains little discussed in the ballyhoo over start-ups and millennial hype.

Small wonder the Internet moment is sparking so much anxiety. We live in a society that embraces and sometimes worships technology but is nearly phobic about discussing it rationally.

Most American industries and institutions, from Wall Street to Congress, surround themselves with walls, literal and metaphoric. That's how they make money and maintain their influence. But such new technologies as MP3 and ICQ—not to mention Linux and the open-source and free-software movements—are wall-busters.

We haven't begun to figure out how we feel about the Internet, even as we rush to get online. We waver between dread, alarm, and pie-in-the-sky hype.

At its core, the Internet enables individuals to do more things than they could do before, from making their own media to shopping globally for Persian rugs and Dutch bulbs. It gives them new options; that's what they like about it.

The Net isn't destroying such institutions as Wall Street and journalism so much as challenging them to behave differently—to be more interactive, to offer more choices, to listen harder. There probably always will be stockbrokers, but they will learn to function in new ways. The music industry won't vanish, but it will use alternative modes of distribution.

Publishers can still acquire and print books, but they and a hand-

ful of reviewers and gatekeepers no longer have the power to determine which books will be best-sellers. The press will continue to exist, but in a more interactive, less dominant way.

It is clear that as individuals gain more influence, institutions and corporations will have less. They will still be more powerful than Harry and Martha, but Harry and Martha are a lot more powerful than they used to be.

The high-tech buzz surrounding the Net obscures the fact that it isn't really all that new an idea. More than 200 years ago, Edward Gibbon coined an apt phrase for the epic confrontation between Enlightenment philosophers and Christianity, then the world's dominant cultural force. The rebellious, idiosyncratic, and quarrelsome thinkers of his time, Gibbon wrote, were determined to be autonomous: to reach their own conclusions, set their own agendas, and have their own discussions

"beyond the Holy Circle" of theology.

Religious dogma, still powerful, has receded since then.

Our own Holy Circle takes a different form. It includes media executives, publishing houses, and tony magazines; a handful of powerful newspapers; producers, columnists, and pundits; academics and TV-show talking heads; key members of Congress and any given presidential administration. Its ideology isn't necessarily political or religious; it venerates cultural influence and marketing. And it excludes ordinary human beings.

The Internet, however, reconnects these ordinary folk.

From journalism to Wall Street, some of the world's most powerful institutions are reluctantly coming to grips with the Internet's inevitability. They still don't like it very much. They might ache for those recent but happier days when they could set their agendas unmolested, quietly selecting the books that would be big, the ideas Congress would debate, the candidates we would choose between, the hours when they'd

rather sell stocks. But those days are gone, almost surely for good. And good riddance to them.

The Internet moment is a monumental one. It isn't about computers. It's about great and deep change—only just beginning—permeating almost every aspect of business, society, and culture.

The fact that this moment coincides so precisely with the arrival of the new millennium is not just a staggering coincidence but a great convergence, one historians will be sorting out for centuries.

Institutions can sputter, fume, and strategize all they want, but this moment isn't just about start-ups, technology, or stock prices. And it doesn't belong to them alone.

It's Harry and Martha's moment, too.



**JON KATZ** covers technology, media, and culture for **SLASHDOT**. His ninth book, *Geeks*, will be published by Villard in February.

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# HOW america uses the NET

COMPILED BY ROB BERNSTEIN & DAVID SHEFF

►► FROM ALL WALKS OF LIFE AND FROM ALL REGIONS OF THE COUNTRY, AMERICANS ARE LOGGING ON. CURRENTLY, MORE THAN 60 MILLION OF US ARE CONNECTED TO THE INTERNET. BUT WHAT EXACTLY ARE WE DOING WITH ALL OF OUR BANDWIDTH?

E-mail. Emoticon. Browser. In years past, these terms were used almost exclusively by computer enthusiasts. Today, you're as likely to hear them uttered at a cocktail party as you are in a chat room. Heck, even Grandma knows what LOL stands for. That this jargon is already a part of most Americans' vocabulary indicates to us just how far-reaching the Web has become. But don't take our word for it. In the personal vignettes that follow, some average (and not so-average) citizens talk about what the Net means to them, and reveal how it's changing the way they work and play.

FOR SITE ADDRESSES IN THIS STORY, PLEASE TURN TO THIS MONTH'S URL GUIDE





THE DINER OWNER



THE PEZ COLLECTOR

## {The Diner Owner}

Mario Costa Jr.

Age ▶▶40 Location ▶▶Jersey City, NJ

Occupation ▶▶Restaurateur

At the 1939 World's Fair, the White Mana Diner was billed as the "restaurant of the future." The round, white-tiled structure, with its beveled porcelain wainscot and semicircular counter, was hailed as a marvel of efficient fast-food restaurant design.

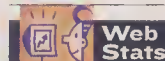
Today, the Art Deco anachronism—which sells 75-cent hamburgers!—sits on busy Routes 1 and 9. In fact, it stands so close to the highway that patrons' coffee cups rattle with every passing truck. But the locals, who love their precious piece of Americana, don't seem to mind the vibrations. According to Mario Costa Jr., it's because they're too busy making faces at the diner's Webcam to notice.

"They've never seen anything like it before," Costa says. "The **DINER CAM** is the closest these people have ever been to the Net. And they love it."

Positioned just above the front entrance, the camera captures the eating habits of customers sitting on any of the burger joint's 13 counter stools. Web users who are curious about what the future

used to look like can choose to view the restaurant action as a series of sequential stills, or as streaming RealPlayer video. They can even click through a 24-hour archive of White Mana life.

Do the employees mind being under constant surveillance? "The Diner Cam has definitely changed the atmosphere here!" Costa says with a laugh. "Strangers from Texas have come into the joint and told my guys, 'Hey, I saw you on my computer working the grill.' And it makes 'em feel like stars." —JOEL LEWIS



### USE IT OR...

▶▶The Net claims **61.5 million** active users in the U.S. Meanwhile, **100.9 million** Americans have Net access through schools, libraries, or other means. So...what is it exactly that those **39.4 million** other people are waiting for?

Sources: Cyber Dialogue, NetRatings

## {The Pez Collector}

Benjamin Scanlon

Age ▶▶25 Location ▶▶Kansas City, MO

Occupation ▶▶Graphic designer, illustrator

Call an exorcist. Ben Scanlon is Pezessed.

In the past two years, the "Pezident" of **PEZ CENTRAL** has used the Net to amass more than 300 dispensers, including a Japanese Pink Panther model and a rare Pez gun, which fires off rounds of Pez candy pellets.

"Before I came online, I owned fewer than 50 dispensers," says Scanlon, who like so many Pez-



THE ROCK STAR  
Meredith Brooks

heads, uses Internet auction sites to buy, trade, and field questions about Pez dispensers. "Months after getting connected, I started purchasing dispensers on EBAY. I became addicted, and in no time

the size of my collection increased threefold. I know...it's pathetic."

Pathetic? Maybe.

But Scanlon's obsession has not been without its rewards. In fact, it was his online shrine to Pez that led to gainful employment at a children's marketing firm outside Kansas City. "Someone at the company I currently work for was looking for Pez on the Net and stumbled upon my site. She fired off an e-mail, and the next thing I knew, I was being flown

from New Jersey to Kansas for an interview," Scanlon recalls. "Who would have thought the Net, and Pez, would open up a whole new world of opportunities?" —ROB BERNSTEIN

## {The Rock Star}

Meredith Brooks

Age ▶▶unavailable Location ▶▶Los Angeles

Occupation ▶▶Singer, songwriter, guitarist

"The Internet is a collaborative medium," Meredith Brooks says, "joining people together in a lonely world." The singer/songwriter, known for her 1997 breakthrough debut *Blurring the Edges*, is preparing a follow-up album (due out late September) with the help of the Web.

As part of her unique creative process, Brooks, who uses a laptop to stay in touch with friends when she's on tour, launched a Web site "to keep in closer communication with the people interested in my music," she says. "I talk to my fans, tell them my process, include them."

On her Web site, [MEREDITHBROOKS.COM](http://MEREDITHBROOKS.COM), she posts audio and video clips of her works in

progress, and keeps an online diary. "The diary is very real; it's not, 'Today I had coffee' but 'Today I had a nervous breakdown,'" she says. "The Web is multidimensional, allowing me to present a more complete picture of who I am."

She takes the feedback from fans to heart, Brooks says, and their input will help shape her next album, *Deconstruction*. Sound like a risky way to produce a follow-up to an album that spawned the hit single "Bitch" and sold 2 million copies? Not at all, says the unconventional Brooks, who once quit the music business to run a restaurant. "In the end," she says, "when I'm deciding what goes on the album, I'll be able to find out what the fans like." —DAVID SHEFF

## {The Antiques Dealers}

Mary and Brent Peterson

Ages ▶▶40, 43 Location ▶▶Curtis, NE

Occupation ▶▶Proprietors, White Buffalo Trading Company

Two years ago, Brent Peterson and his wife, Mary, considered abandoning their idyllic life in rural Curtis, Nebraska. Local cattle prices had plummeted, and no one in the 800-person town was interested in purchasing goods from their antiques and Western collectibles shop. "It was discouraging," Mary recalls. "Our options were to go to work for someone else or move."

But then in the summer of 1997, out of desperation, Brent invested in a PC. Although he had never touched a computer before, he convinced his wife they could run a successful online business. The two took a crash course in HTML and quickly erected the **WHITE BUFFALO TRADING COMPANY** site.

At first, the e-commerce solution was no solution at all, as the site attracted few visitors. Then Brent discovered **AUCTION PATROL** and eBay. "I started doing a little selling, and suddenly our business took off like rockets," he says.

Today, the couple estimate they ship about 30 packages a day to addresses all over the world.

"It's sort of a miracle," Mary says.

"Yeah, it really saved our behinds," Brent adds. "We're still here in this beautiful country, and touching the whole world." —D.S.

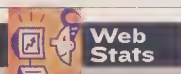
## {The Farmer}

Dennis Riggs

Age ▶▶43 Location ▶▶Broadlands, IL

Occupation ▶▶Farmer

Dennis Riggs has just planted his corn, which is destined to end up in Frito-Lay corn chips later this year. Before gearing up to plant his other crop, soybeans, Riggs takes a break to surf the Web. He calls it a "real live dynamic database" that



### POP. GOES THE WEB

▶▶If the Net were a country, it would rank higher than Thailand and lower than Iran in population.

Source: Information Please Almanac

▶▶If the Net were a state, it would be the largest, with a population twice that of California.

Source: Infoplease.com. Based on Cyber Dialogue's U.S. Net population count of 61.5 million



gives him an edge in an industry that gets tougher each year. "One of the biggest problems in rural America is getting access to the same information that businesses in town can easily come across," he says.

Before Riggs logged on for the first time five years ago, getting essential, timely farming data was almost impossible. But now he uses **AGCAST**, an online software service that keeps track of

grain market data, stocks, commodities, and the weather. "Weather is such a big issue for farmers," he says. "It's always been a challenge. Now I can look at my current radar map, and—oh, there's a cell popping up right now about 150 miles west of me. But it looks like it's moving to the north, so it may not affect me."

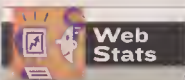
Riggs, who enjoys hunting for antiques and '50s Jeeps at the want-ad site **THRIFTY NICKEL**, says that even though his

farm has been in the family since 1854, turning a profit isn't easy. "You have to be creative and inno-

vative to survive," he says.

One innovative step Riggs has taken is starting a local ISP so that he and his neighbors can dial up locally to connect to the Net. His son, Darin, runs the company Web site, **SIDNEYIL.NET**. With more than 80 customers so far, he says he's breaking even.

Riggs wants to encourage other farmers to get online so that they can exchange new ideas. "Farmers are sometimes later adopters of new technology, but believe me, the Internet really does work," he says. "But if you don't get started, you'll never reap the benefits." —CARLA SINCLAIR



#### LET'S GET (MORE) REAL

►► The latest racial-breakdown statistics say the Net is **80 percent Caucasian**, a reduction of **7 points** from last year's figure. Also, **15 percent** of surfers polled describe themselves as an "ethnic minority," and **5 percent** declined to answer the question.

Source: Cyber Dialogue



## {The Wedding Planners}

Sarah Waffle and Jim Peters

Ages ►► **21, 22** Location ►► **Oshkosh, WI**

Occupations ►► **College student and parole officer**

They're not scheduled to tie the knot until July 1, 2000; even so, Sarah Waffle and Jim Peters say they've been logging on daily to plan every last detail of their wedding. "Just using Yahoo! to search for musicians was very helpful for us," Waffle says. "So many of the sites we found had price quotes and sound bites...we could eliminate the musicians that didn't fit our style without having to meet them first."

The couple say they have also been relying



THE FARMER  
Darin Riggs

heavily on such newsgroups as **alt.wedding** and **soc.couples.wedding**, and such sites as **THE KNOT** and **WEDDINGCHANNEL.COM**, for hunting down wedding-day advice.

"Of course, we'll definitely have an online registry, because so many of our guests are from out of town," Waffle says. "As for the honeymoon, that's my fiancé's department." —DINA GAN

## {The Karaoke Jockey}

Muffy Hurda

Age ▶▶50 Location ▶▶Darlington, WI

Occupation ▶▶Singer

Thanks to such online clubs as **KARAOKE WORLD ORDER**, singer Muffy Hurda says she's able to keep in touch with all her lounge-lizard chums. In the morning, she enjoys gabbing with her pal Lisa, a country-ballad singer from Kentucky. In the evening, she delights in connecting with Karaoke Ed, a New Jersey act whose pride and joy is a little number called "Cat's in the Kettle," a perverse version of Harry Chapin's "Cat's in the Hat."

And on her Web site, **SIMPLYSUNSHINE**, Hurda likes posting WAV files of herself singing her favorite tunes, such as Donna Lewis's "I Love You Always Forever" and Linval Thompson's "Big Big Girl." The site also includes photographs of Hurda performing.

"Some karaoke jockeys online just want to hear what you sound like," Hurda says, adding that she hopes to distribute her tunes soon in the higher-quality MP3 format. "And others, well, they just want to know how the night went. I like that."

—STEVE KNOPPER

## {The Widower}

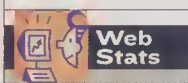
Mike Jarvis

Age ▶▶26 Location ▶▶Ann Arbor, MI

Occupation ▶▶Graduate student

Mike Jarvis, a graduate student in astronomy at the University of Michigan at Ann Arbor, remembers the fateful morning well. It was December 2, 1996, and an unexpected ice storm had descended on the area around Waterford, Michigan, making the roads slick.

"On the way to work, my wife's car skidded off the icy asphalt," Jarvis explains. "She was moving at only 7 mph at the moment of impact. It was just a freaky accident."



### A GAP NO MORE

▶▶Many gender-population measurements, including those from Cyber Dialogue, proclaim the end of the Net's gender gap, with a male-female composition of **52 percent** versus **48 percent**. The average age remains at **37 years old**.

Source: Cyber Dialogue



THE KARAOKE JOCKEY

JAMES SCHNEPP



"When our families learned that she had died in the crash, my mom suggested I attend a therapy group. But I didn't want to. Instead, I decided to seek support online."

Jarvis, who had married his high-school sweetheart almost 17 months before her death, says he first sought and received consolation from **WIDOWNET**, a support center for widows and widowers. There, he signed up for the site's mailing list, an e-mail forum where the bereaved share tales of woe and pass along advice for coping with a loss.

But the mailing list proved too dismal, and noisy, for Jarvis. "It overwhelmed me," he recalls.

## {The Bounty Hunters}

Shawn and Shannon McGauley

Ages >>35 Location >>Fort Worth, TX

Occupation >>Bail-enforcement investigators

For a bond jumper, it's bad enough being tracked by a bounty hunter. What's worse is being tracked by two bounty hunters. Make that two identical, tech-savvy, and hot-blooded bounty hunters. Fugitives from justice, meet your worst nightmare: Shawn and Shannon, the brothers McGauley.

"When the accused jump bail, we jump online," says Shannon, the slightly younger and smaller

radio modem and an "antique" computer they decline to identify, say they also use their site to link to other wired "research and recovery investigators." Unlike the quarreling bounty hunters depicted in the Robert De Niro flick *Midnight Run*, the brothers say the Web's bail-enforcement community is supportive. "If I ever need advice or help, I just hop on ICQ," Shannon says. "I have, like, two different ICQ names, and chat with officers in Mexico, Brazil, El Salvador, Dallas, Fort Worth, and all over." —R.B.



Web Stats

### HARDLY A SINGLES BAR

>>Despite the Net's reputation as a leopard-spotted bachelor pad, 61 percent of its total population describes itself as married. Look for the wedding ring the next time you get that Webcam photo.

Source: Cyber Dialogue



THE BOUNTY HUNTERS  
SHAWN AND SHANNON MCGAULEY

"The list generated literally hundreds of consolating e-mails in my in-box every day."

In the end, he says, it was the act of building a Web memorial to honor his deceased wife that provided the most comfort of all. The site, **MY BELOVED MAGGIE**, lets visitors view pictures of Maggie Jarvis, read the text of her funeral mass, and listen to her senior violin recital in RealAudio format.

"At Maggie's wake, the funeral director was playing her music through the speakers," Jarvis says. "I remember thinking, 'What a shame that she won't be able to share her music with the world anymore.' But thanks to the Net, that's just not the case." —R.B.

of the twins. "We've been using the Web for some time now to locate and apprehend some of Texas's most wanted criminals."

At **MCGAULEY'S TEXAS BOUNTY REWARD PAGE**, the brothers post pictures and biographies of elusive bond jumpers. With the exception of several false leads they have received via e-mail, the twins say their Net efforts have been a success. "Just the other day, someone e-mailed us with a great lead," Shawn says in his bean-dip-thick Texas twang. "The message gave us the address of a motel where a jumper was hiding out. We caught him totally by surprise."

The twins, who connect to the Net using a ham-

radio modem and an "antique" computer they decline to identify, say they also use their site to link to other wired "research and recovery investigators." Unlike the quarreling bounty hunters depicted in the Robert De Niro flick *Midnight Run*, the brothers say the Web's bail-enforcement community is supportive. "If I ever need advice or help, I just hop on ICQ," Shannon says. "I have, like, two different ICQ names, and chat with officers in Mexico, Brazil, El Salvador, Dallas, Fort Worth, and all over." —R.B.

## {The College Kid}

Andy Bohnsack

Age >>20 Location >>Cedar Falls, IA

Occupation >>College student

Most nights, Andy Bohnsack can be found in his dorm room, perched in front of his computer and hooked to the Net with at least three browser windows open at the same time.

One window is usually devoted to schoolwork. Another is always opened to the **ST. LOUIS CARDINALS** official Web site, which broadcasts every game of his beloved St. Louis Cardinals during the baseball season.

The third window points to **GAMESVILLE**, where Bohnsack takes on competitors from all over the world in Picturama, a game in which users attempt to guess the subject of a picture as it's revealed piece by piece. The first correct guess wins the pot, generally a buck or two.

"Yeah, the Net is great for schoolwork," Bohnsack says. "But I can't imagine being a student in the pre-Net days. A world without baseball or playing Picturama? Are you kidding? The Net's my lifeline."

Bohnsack says his earnings from Gamesville are a bonus. "Checks come in for a dollar or two at a time, but they add up," he explains. "I've made at least \$100 thus far. Sure beats a day job." —D.S.

## {The Shopaholic}

Laura Curtis

Age >>38 Location >>Boulder, CO

Occupation >>Legislative analyst

Laura Curtis is dressed from head to toe in e-shop apparel. During an impulse-shopping spree on the

Web, she bought the straw hat and striped T-shirt at **JCREW.COM**, the army pants from **GAP ONLINE**, and the hiking boots—"I really did need those"—from **L.L. BEAN**. As she heads out on a hike with her dog, Sophie, she adds, "I couldn't resist her leash and collar, which I got at **AARDVARK PET**."

At home, Curtis is surrounded by hundreds of treasures acquired from the Web, including a set of metallic tumblers, stacks of books, and her lunch: spaghetti marinara, which she purchased at **NETGROCER**. "It's gotten to the point where I can't remember whether I've bought certain things from the Web or from real-life stores," she says.

When Curtis's family and friends discovered how much money she was spending on the Web, they expressed some concern. "They thought I was becoming a shopaholic," she says. But Cur-

tis, who is fearful of throngs of shoppers, insists, "I was never able to face the crowds. So I prefer to think of my e-shopping as making up for lost time."—C. S.

## {The Nasdaq Exec}

Gregor Bailar

Age ▶▶ 36 Location ▶▶ McLean, VA

Occupation ▶▶ Executive vice president and CIO of the National Association of Securities Dealers Inc.

Gregor Bailar is more stressed than you are. As CIO of the National Association of Securities Dealers, it's his job to oversee all of the association's technology, including a \$600 million upgrade of the Nasdaq trading network—and to help safeguard the stock market from a potentially disas-



THE NASDAQ EXEC  
Gregor Bailar

trous Y2K meltdown.

The frantic Bailar spends more time in the air, jetting between New York City and McLean, Virginia, than on the ground. To keep in touch with the office and his wife—who's in charge of the home front—while he's in transit, he relies on his two-way e-mail pager. "It's proven invaluable," he says. "I can immediately send coworkers important updates. I can make dinner arrangements with friends. And I can send and receive messages to and from my wife. Of course, those messages have precedence over everything else."

And what does Bailar's wife think about the technology? "I love it. I can page him whenever, with whatever," she says. "We can use e-mail for some hard-core fighting or some pretty humorous making up." —D.G.



THE SHOPAHOLIC  
Curtis

## {The Firefighter}

Bruce Scott

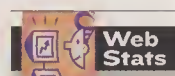
Age ▶▶ 34 Location

▶▶ Jacksonville, FL

Occupation ▶▶ Firefighter

In firehouses far and wide, Lieutenant Bruce Scott is honored for his gallantry. After all, it was he who slaughtered the Orc hatchet men in Lesser Faydark. And it was he who fought off the Fire Goblin of Lavastorm Mountain and severed the head of the great ogre Boog Mudtoe.

"Yes, I'm known for my role-playing addiction," confesses Scott,



### MIXING IT UP

▶▶ Long known as a bastion of higher-income, better-educated types, the Net continues its democratization in these areas. With an average income of **\$48,200**, the present-day Net household brings in **\$4,400** less than it did in 1995. Likewise, **40 percent** of surfers had a bachelor's degree or a higher level of education, a **7 percent** reduction from 1996 figures.

Source: Cyber Dialogue



who frequents the lush virtual landscapes of EverQuest, a Dungeons & Dragons-esque multiplayer game. "I actually log in to the world and meet up with other firemen there. We go questing together."

Many in Scott's medieval fire brigade, which includes a fireman from Kentucky and a fire chief from Massachusetts, first met online in a "fireman chat room."

This chat room, according to Scott, is a small part of a much larger firefighter Net communi-

ty—which he has been working to unite through his **FIRE AND EMS WEB RING**. The site is not exclusive to gamers, and links together more than 30 far-flung U.S. and international paramedics and firefighters.

Scott also connects with firefighters through the **jaxfirerescue** mailing list, a forum he moderates for the Jacksonville Fire Department. The list currently boasts more than 110 subscribers, or approximately 10 percent of all firefighters in the Jack-

sonville area. "I don't think people realize how tight-knit the firefighter community is," he says. "We go online and discuss whatever is on our minds. You know, firefighter-type issues. The Net is a great way to meet and learn about other firefighters."

It's also a great tool for finding new recruits for questing. "We're always looking for good players," he says. "We're full up on Necromancers and Barbarian Shamans, but there's always room for a good Half-Elf Cleric." —R.B.

## {The Marine}

Lance Corporal Joani Kent

Age ►►22 Location ►►Somewhere in the Aegean Sea Occupation ►►Administrative clkr in the Marine Corps

"Over there" isn't quite as far as it used to be for marines serving overseas. At least it wasn't for Lance Corporal Joani Kent, who worked on the *USS Kearsarge* during the Kosovo crisis. Kent says the Net made time away from home more bearable. During breaks from long days on duty—which included typing fitness reports, endorsements, and other administrative documents, as well as helping maintain the Marine Corps Command Element data-

base—she used an onboard PC to keep in touch with her family in Pearland, Texas.

Kent, who grew up in small-town trailer parks, says she corresponded with her younger sister from the Aegean most evenings. "We wrote every other day via e-mail," she says. "My sister would tell me how school was going and fill me in on all of the things she was planning to do on her summer vacation. And, of course, she'd let me know how Mom was feeling, too." —D.S.

workshops and motorcycle safety tips, and she organizes group rides for women.

She says the site recently inspired a friend, with whom she had been communicating via e-mail for the last three years, to take a 70-mile solo ride that began in Anchorage, Alaska.

"I've seen more women out motorcycling, and a lot of that has to do with the Net," says Waters, who runs Dean's Peninsula Printing with her husband, Art. "I can't say enough how much it's pulled us all together." —S.K.



THE FIREFIGHTER  
Blair Scott

## {The Biker}

Barbara Waters

Age ►►49 Location ►►Kenai, AK

Occupation ►►Typist

Barbara Waters used to be a biker chick. "You know, the kind of woman whose idea of motorcycling is to hang on to your man from the back of the seat," she explains. But that changed five years ago when she mustered up the courage to ride her own hog, a 1993 Yamaha Virago 535. Today she proudly picks the bugs from her own teeth.

To help other women graduate from biker chick to biker, Waters has constructed an Alaskan chapter for the **WOMEN ON WHEELS** biker organization. She spreads the word about maintenance

## {The Sports Fanatic}

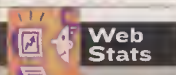
Mike Flipp

Age ►►32 Location ►►Moose Lake, MN

Occupation ►►Corrections officer

A temperature of 20 degrees below zero would make most people's blood run cold; it makes Mike Flipp's blood run purple. The 32-year-old Minnesota Vikings fanatic runs **VIKINGS MANIA**, a site devoted to the football team and its fans.

Flipp is a corrections officer, but his thorough Web site takes no prisoners. It feeds visitors scores, schedules, and ticket information. It also lets fans create their own interactive polls, and provides them with chat rooms and bulletin



### 99.5% OF SURFERS CAN'T BE WRONG

►►A piddling 0.5 percent of surfers polled click on banner ads.

Source: NetRatings

### JUST BUY IT!

►►If it's Wednesday, you'd better check your bank balance. That's the day that research has found you're most likely to buy something online.

Source: BizRate.com



boards. "I've gotten messages from guys saying, 'I thought I was a diehard, but I'm nothing like you,'" he says.

According to Flipp, his wife, Dawn, tolerates his obsession and even allows him some freedom in decorating the house. "When people visit my home, they see some Vikings gear lying around. But then they enter the bathroom and see my shrine, and go, 'Oh, my God,'" he says, laughing. "And now, thanks to my new obsession with Web design, I think my wife is just about ready to disown me." —BILGE EBIRI

weaving the pieces together, an opera about a complex virtual relationship was born. Five professional opera singers perform the piece.

The cyberopera has taken on a life of its own, and its first scene can be heard online. "I like doing very big, complex projects, but they've never been this big before," Honoria says, adding that she is "counting down the days" until the opera's scheduled debut at the World Shakespeare Congress in Spain on April 20, 2001.

"I never know what's going to happen next," she says. "I just take it one aria at a time." —C.S.



THE SPORTS FANATIC

## { The Opera Buff }

Honoria

Age ►►52 Location ►►Austin, TX

Occupation ►►Community conceptualist for Wholefoods.com

Kathleen Battle, Dame Kiri Te Kanawa, and...Honoria? She may not have played the Met, but Honoria, a spiky-haired opera buff, has produced the first online opera, *HONORIA IN CIBERSPAZIO*. Five years ago, the piece began as "just a project" in which Honoria, aka Madelyn Starbuck, collected online poetry submissions. As she started

## { The Engineer }

Mike Kosior

Age ►►25 Location ►►Boston

Occupation ►►Computer engineer

Mike Kosior has memorized his way to work. Born with Norrie disease, a rare neurological disorder that causes blindness in men, he feels for landmarks with a cane to find his way into downtown Boston each morning.

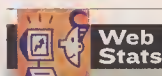
"Crossing Commonwealth Avenue and getting on the Green Line to Copley Square is the easy part," Kosior says. "The hard part comes when I get

to work, and I have to navigate the Web. It's not very user-friendly to the blind."

Luckily, advances in adaptive technologies are making it easier for the sightless to surf the Web—which is critical for Kosior. As a computer engineer for Bronnercom, a direct-marketing firm, he's online all day long, testing the company's networks, downloading patch files, and exchanging e-mail with coworkers.

To help him traverse the graphics-heavy terrain of the Web, Bronnercom bought screen-reading software, which Kosior installed on his PC. An external synthesizer reads aloud the words that appear on the screen. "It's amazing technology. And it's opened so many doors for me," he says. "I can shop for computer parts online. I can download and listen to textbooks without having to hire readers. I met my girlfriend over the Net. And now that I'm thinking of going back to school for a master's degree in electrical engineering, I'm conducting my university research online."

Kosior built his own home page, too. He taught himself Web design by listening to the code that other sites use. "Creating a site wasn't so hard, but many blind people are hesitant to try, because they're intimidated by the Web's graphical landscape," he says. "But if they don't get out there and deal with it, they're going to get left behind." —R.B.



### IT'S A GUY THING

►►Computer software is the type of merchandise most often purchased online—and men are the ones buying it, by a significant margin. In fact, **54 percent** of male online shoppers have purchased software titles, as opposed to **37 percent** of the women polled.

Source: CyberAtlas

## { The Y2K Survivalist }

James Wesley Rawles

Age ►►38 Location ►►Sacramento, CA

Occupation ►►Rancher, writer

Planning to flee your riot-plagued city when Y2K hits? Worried about gun-toting gangs lying in wait on the highway? Or do you just feel the urge to rumble down to the 7-Eleven at night to pick up some milk—in an armored vehicle?

James Wesley Rawles may be able to help. The survivalist, author of the novel *PATRIOTS: SURVIVING THE COMING COLLAPSE*, is selling his British Ferret Armored Scout Car through Y2K newsgroups such as [comp.software.year-2000](#) and [misc.survivalism](#). The 1960-vintage vehicle is flanked by armor plates and is equipped with a belt-fed Browning Model 1919A4 semiautomatic machine gun and 2,500 rounds of armor-piercing ammo.

The Y2K problem has Rawles so spooked that he's selling the tank as part of a move from Sacramento to an out-of-the-way address in Ten-



nessee. In his new 100-acre retreat, he says he'll be hunkered down but logged in, watching **CNN INTERACTIVE** as the world spins toward chaos. "We plan to go down-periscope," he says. "But there is a local ISP. There won't be a problem staying online." —DECLAN McCULLAGH

## {The Goth Girl}

Jennifer Gryczkowski

Age ►►16 Location ►►Huntingtown, MD

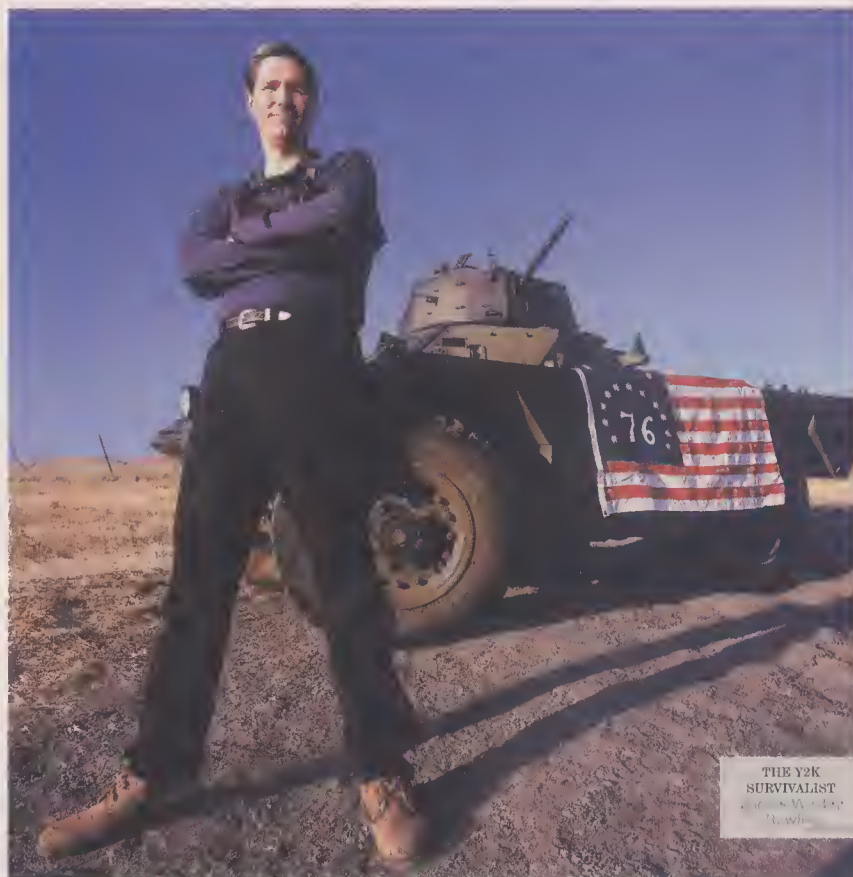
Occupation ►►High-school student

Picture Marilyn Manson logging on to his shell account, Ani DiFranco hunched over her keyboard, or Bill Gates with a bad attitude and blackwork tattoos. That's what the tech worker of tomorrow looks like, if high-school student Jennifer Gryczkowski is any indication. Since eighth grade, Jennifer has used the Net to keep up on gothic culture, downloading songs from such bands as Switchblade Symphony and discovering writers whose works she can't find in small-town Maryland.

Jennifer, now 16, picked up HTML skills in chat rooms along the way, and she has honed them on a personal site that puts Webmasters years her senior to shame. **JADED FREAK'S MIDNIGHT ZONE** shows off the young designer's anime drawings, short stories, and programming

proficiency. She's thrilled when site visitors e-mail her to praise her work, though it ranks her when they make nasty personal remarks. "Some people will sit there and bash me in my guestbook, just for being somewhat different," she complains.

Different may well be the word for the creator of an interactive quiz that explores "choosing the right murder weapons for your mood." But then, Stephen King and Clive Barker make millions indulging their macabre fantasies—and Jennifer's almost daily labor on her site has already paid off, with a consultant gig as a Web designer. "It's nice," she says. "I get to choose my own hours, I get to work at home, and I get paid for doing something I really like." —GLORIA MITCHELL



THE Y2K SURVIVALIST  
CLASH WITH THE  
NEW



THE GOTH GIRL  
Jennifer  
Gryczkowski

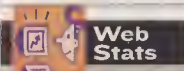
## {The Hacker Convert}

Jeff Moss

Age ►►29 Location ►►Seattle

Occupation ►►Security consultant, founder of Def Con and Black Hat conventions

Jeff Moss, chief organizer of **DEF CON**, an



### SIGN ME UP!

►►Adult content accounts for 69 percent of the \$1.4 billion online subscription market. And you thought they were buying financial data.

Source: Datamonitor





THE HACKER  
CONVERT

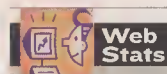


THE GENEALOGIST

annual hacker convention in Las Vegas, says his Dumpster-diving days are over. The high-profile hacker-cum-security consultant, who goes by the moniker "The Dark Tangent" online, concedes he still enjoys breaking into computer networks—only these days, it's when he's paid to do so by corporations looking to test the limits of their e-commerce solutions, intranets, and network firewalls.

Still, he looks back fondly on the anarchic days of yore, when computer crime laws existed only in the realm of science fiction. In fact, it doesn't take much goading to get Moss to tell old tales of derring-do. With feigned difficulty, he recalls one of his favorites, a legendary hacker stunt that Def Con attendees pulled off at the Tropicana in 1995: "Apparently, some individuals broke into the casino's phone network and gained access to the bingo parlor PA system. They then proceeded to wreak havoc by calling out fake numbers and letters. 'B4! G45!'"

Of course, Moss denies complicity in the prank. "That stuff was funny at the time. Well, actually, it's still pretty funny," he says. "But for me, the Net is more about making a living. I use it to sell security. I'm in the business of selling peace of mind." —R.B.



#### WITH AGE COMES...BUYING POWER

► **68 percent** of all online shoppers are **40 years old** or older, only **11 percent** are under **30 years old**.

Source: Ernst & Young LLP

► Books remain the most popular non-computer item purchased online, with **52 percent** of shoppers polled claiming to buy them online. Music items were the next most common purchase, at **44 percent**.

Source: BizRate.com

► Stretched end-to-end, the books, CDs, videos, and DVDs that Amazon.com sold during the 1998 holiday season would span **101 miles**.

Source: CyberAtlas

## {The Genealogist}

Christine Charity

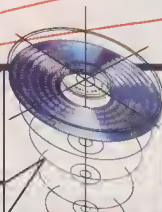
Age ► **39** Location ► **Pontiac, MI**

Occupation ► **Master production scheduler at an automotive supply company**

The genealogy bug bit Christine Charity 15 years ago when she stumbled upon a stash of funeral programs in her grandmother's Bible; the programs listed the names of several blood relatives as among the deceased.

"Until then, I had always thought that me, my father, and my siblings were the only Charitys on the face of the Earth," she says. "But after searching through a CompuServe phone directory in 1990, I discovered that there were hun-





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THE LOBSTERMAN

dreds of Charitys out there."

Today, Charity says she stays connected to other wired relatives from around the world. On **CHRISTINE'S GENEALOGY WEBSITE**, she keeps track of her contacts, and records any scraps of information she can dig up about her ancestry. For instance, she unearthed information about Asberry Russell, her great-great-grandfather, who was married at least twice and had at least eight children. She has also learned a little bit about Thomas Cobb, her great-great-great-grandfather, who was born a slave in Mississippi.

She's had plenty of success using the Internet to trace her roots, but Charity maintains that the medium is not entirely foolproof. "For example," she says, "I've had no luck researching my grandmother's people online." —D.G.

## { The Lobsterman }

Phil Doucette

Age ►► 41 Location ►► Kittery, ME

Occupation ►► Commercial lobsterman

As a lobsterman, Phil Doucette casts a wide Net to make a living.

"You've got to stay with the times," says Doucette, who has been on the high seas since 1975 and online for three years. "Just because we're fishermen doesn't mean we don't know computers."

Every morning and every night, Doucette logs on to the **NATIONAL DATA BUOY CENTER** to check air temperature and wind conditions off the coast of Maine.

"If there's too much wind, we don't even go down to the boat," he says. The site "saves on fuel, saves on time," he adds. "And my deckhand...he lives about half an hour away, and it saves him from running down here."

The lobsterman also shops for boat parts online, and is considering purchasing a Lugger marine engine from the **ALASKA DIESEL ELECTRIC WEBSITE**. And he's looking for a bigger boat at a few Nova Scotia Web sites, because the Canadian

an exchange rate is better.

"We have to stay up with all the modern electronic equipment," Doucette says, adding that a fellow fisherman turned him on to the Net: "I was over at his house, and he goes, 'Look at this.' And I saw the wind measurements and said, 'Wow! How'd you do that?' And he says, 'Well, you'd better get online.' And so I did." —MICHAEL FREIDSON

## { The Homeless Woman }

Ruanda Morrison

Age ►► 39 Location ►► Seattle

Occupation ►► Unemployed

Ruanda Morrison has no home and no job. But she plays pinochle online.

The seven-year Army veteran logs on at the local public library, where she surfs for 90 minutes a day (the maximum time allowed). She uses the Net to search for job opportunities in the Seattle area, to access **WEBMD** for information concerning upcoming surgery, and to visit **ONELIST**, an online mailing-list system.

"Seattle is pretty unique. It hasn't got the whole problem of homelessness solved, but the city is productive in dealing with it," says Morrison, who first went online in the early '90s. "You don't have to just sit around and hang out in the alley. There are places to go and things to do."

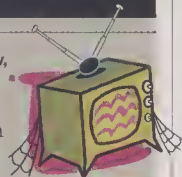
"Believe me, a lot of people who've become home-



### Web Stats

**A WORD ABOUT TV** (you know, that thing in the living room)

►► When polled on what pre-Net activities they take part in less frequently in favor of Net surfing, frequent Net surfers cited watching TV and reading were the biggest losers.



Watch TV/use VCR less	44.3*
Read less	25.9
Sleep less	15.4
Spend less time with friends/family	14.1
Spend less time exercising	11.6
Spend less time working	11.2

\*Percentage of people polled who participate in this activity less.  
Source: The Strategis Group





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less use the Net," she adds. "And if they haven't, I sure take the time to introduce them to it." —S.K.

## {The Ocean Surfer}

Denise Kaufman

Age ▶ 52 Location ▶ Kilauea, HI, and Venice, CA Occupation ▶ Yoga instructor

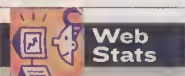
Whether she's staying on her farm in the mountains of Kauai or at her beach house in Southern California, Denise Kaufman surfs every day for one to six hours—in the ocean, that is. But

the new grandmother never tackles the waves until she has finished with her morning Net surfing. "I check the online surf reports and

Webcams directed at the best surf spots," she says.

Kaufman, who was a member of the Merry Pranksters and rode on the bus with Wavy Gravy and Ken Kesey back in the '60s, says she also uses the Net to conduct research for her yoga classes. "I'm always searching the Web for information that'll augment what I'm teaching,

whether it's at a site about Buddhism, meditation, feminism, or Indian music." —C.S.



### DAWSON'S CLIQUE

▶ 50 percent of teens in the U.S. surf the Net, making them the most wired demographic group in the world.

Source: RoperStarch

### IT'S ABOUT TIME

▶ What's shorter than a sitcom but longer than a commercial? The average Web session is 23 minutes, 18 seconds long.

Source: NetRatings



## {The Ex-Revolutionary}

Chai Ling

Age ▶ 33 Location ▶ Cambridge, MA Occupation ▶ Founder of Jenzabar.com

Most people associate Chai Ling with an unforgettable moment in history: the June 1989 Tiananmen Square demonstration in Beijing. She was a familiar face on television, a spokeswoman and "chief commander" of the students who amassed to protest the hard-line Chinese government. When the tanks moved in—leaving hundreds of students dead or wounded—Chai went into hiding and escaped to Hong Kong, eventually making her way to the U.S.

After earning a master's degree in public affairs at Princeton, she enrolled at Harvard Business School. There, she learned about the university's intranet, which students, faculty, and the administration used to—as she viewed it—"revolutionize higher education." Inspired by the technology, she founded a company last

year, **JENZABAR.COM** (*jenzabar* is Chinese for "the best and brightest"). Currently, the business customizes the Web for colleges and universities. Schools can hire Jenzabar to create a Web portal, which provides students and faculty with everything from online scheduling to individual course Web pages.

These days, Chai says, she also spends much of her time online e-mailing friends (including former revolutionary colleagues), scheduling her afternoons, conducting research, making travel arrangements, and shopping for groceries. "Who has the time to shop?" she asks. "I'm a big believer in Web e-mail. You have access from wherever you are. You don't even need to carry a laptop."

Chai, who says she is still committed to social change in China, views the Net as an important political and business tool, too. "As far as I'm concerned, the Internet is democracy," she says. "At



THE EX-REVOLUTIONARY  
Chai Ling



THE OCEAN SURFER  
Denise Kaufman



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### What is Quokka.com?

Quokka.com is 24-hour live sports coverage that uses proprietary digital technologies to let you experience what the athletes experience. Combined, these technologies deliver a powerful new form of sports entertainment called Quokka Sports Immersion.™

Quokka.com live climbing expeditions and events:

**Great Trango Tower**—Three top climbers, including Alex Lowe, travel to Pakistan to attempt the first ascent of the Tower's Northwest Face—a mile-high, vertical rock wall. Spending 30 days on the wall itself, the team will relay live audio, photos, 3-D maps, firsthand reports and biometric data.

**First Ascent**—A team of professional climbers scales the unconquered peaks of the Karakoram range in China. Quokka Sports delivers continuously updated live coverage—audio direct from the mountain, digital photos, climber e-mails, weather reports and global positioning data.

**CART Champ Car Racing**—The fastest circuit racers in the world. Quokka Sports provides complete, immersive coverage of races throughout the season with a real-time race viewer, behind-the-scenes reporting, standings, statistics and live audio from the cockpit.

Users may also experience these archived events:

**Marathon des Sables**—Runners test the limits of human endurance in this 150-mile foot race across the Sahara desert.

**Around Alone**—Sailing's ultimate challenge and the longest race for an individual in any sport. One person, on a boat, around the world, alone.

**The Whitbread**—Yacht racing's most grueling competition. A 32,000-mile odyssey.

A 16-month efficacy trial involving users 18-49 years of age reports a high response of "This is freaking incredible" from our randomly selected trial participants. A smaller group responded with barely audible chirping noises. One participant simply crawled into the fetal position under the table, where he remains to this very day.

### What is Quokka Sports Immersion?™

QSI is the active ingredient in Quokka.com. It is a revolutionary way to follow sports, combining live video and audio, still images, continuous 24-hour updates, e-mail diaries from the competitors, biometric data, professional commentary, real-time statistics, event maps, background information and athlete bios. Studies show Quokka Sports Immersion provides the most intense sports coverage available today. Studies of these previous studies confirm the results of two earlier studies. A 22-month study of these 12-month studies demonstrates that 14-month studies based on previous 8-month studies are basically a load of crap. All studies conclude that further studies will be necessary.

### What if I become pregnant while using Quokka.com?

It is unlikely that you will get pregnant while simultaneously using Quokka.com because of the highly engaging spectator experience Quokka Sports Immersion provides. However, if pregnancy does occur, you should refrain from giving your baby the following names: Crampon, Blister, Piston, Barnacle, Gaping Wound, Hypoxia, Matey, Tapwater, Cockpit, Sidecar, Musty Sail Bag.

### What the \*\*\*\* do you mean, side effects?!

Users may experience severe side effects as a result of their complete immersion in the drama and excitement of the sports event. Due caution should therefore be exercised when using Quokka.com while operating the following potentially dangerous machinery: lawnmowers, single-engine aircraft, 80-story cranes, monster trucks, elaborate lever-and-pulley systems, acetylene torches, invisible death rays, visible death rays, lunar landing modules, levitating bullet trains, tanning beds, nuclear submarines, 40-ton hydraulic presses, forklifts or foraster ovens.

### Who can I sue if I'm injured by Quokka.com?

Because Quokka collapses the distance between you and the sports event, you experience what the athletes experience (see table 1). Consequently, there is a small probability (<0.0001%) you will become injured as a result of your immersive experience. There is also a small probability (<0.000001%) you will co-star in a sitcom about a talking goat defective. Quokka.com, Quokka Sports, its parent company or any of its subsidiaries accept no responsibility for any injuries, real, imagined or otherwise, sustained while using Quokka.com. If, however, you sustain injuries while co-starring in a sitcom about a talking goat defective, feel free to sue anyone you want to.

**Table 1.** The Incidence of Unsolicited Adverse Events (Including Severe Events) Reported by Quokka Athletes in a Double-Blind, Placebo-Controlled Trial.

Adverse Events	Quokka.com	Placebo (sugar pill)
Avalanche	23%	0%
Gale-force winds	62%	0%
Uncontrollable sobbing	44%	9%
Teeth fall out of head	1%	83%
Hit wall at 200 mph	17%	0%
Laceration	99%	6%
Fall into crevasse	12%	0%
Spontaneous decapitation	0%	2%
40-ft. waves	39%	0%
Struck by runaway grand piano	0%	31%

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Tiananmen, we had a dream. We had to give it up, but we've found a more effective way to help our country. I'm still pushing for the freedom we fought and died for in '89. And I believe the Internet is a powerful tool. Eventually it will even transform China." —D.S.

## {The Bug Guy}

Stephen W. Bullington

Age ▶▶47 Location ▶▶Falls Creek, PA

Occupation ▶▶Consulting entomologist

"Bugs on Bodies" is the creepy but befitting first article of Stephen Bullington's **FORENSIC ENTOMOLOGY** site, which explains how insects can be used to estimate a murder victim's time of death.

The site also tells crime-scene investigators how to collect and ship carrion flies and maggots: Don't put live insect specimens into airless containers, or soak dead ones in too much alcohol (makes the bugs brittle). But coroners and police in Pennsylvania now know they can visit Bullington's site for step-by-step instructions.

"This whole field is pretty young," he explains. "The purpose of the site is to 'sell' the idea of forensic entomology to coroners. Unless it's a really high-profile case, they view it as an



unnecessary expense."

For now, much of Bullington's consulting work as an entomologist is devoted to the chocolate industry, which is looking for alternative insecticides for post-harvest cocoa beans. He subscribes to professional mailing lists, and conducts most of his business via e-mail.

"Everything I can do electronically, I do," he says. That includes proselytizing on behalf of such

exotic arthropods as giant cave roaches, hissing roaches, and flat rock scorpions—which, he says, make great pets. "A couple years ago, I thought some of this stuff was going to become illegal," he says. So he put up **THE PET ARTHROPOD PAGE** to help amateur insect enthusiasts and government officials figure out which bugs are safe to keep and raise. "Right now, you could go down to a pet store and buy the world's most poisonous scorpion, and the workers there wouldn't know to tell you that if it stung you, it could kill you. Somebody needs to say to the general public, 'This is OK, and this isn't.'" —G.M.

## {The Weight-Loss Guru}

Richard Simmons

Age ▶▶50 Location ▶▶Los Angeles

Occupation ▶▶Motivator

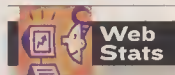
"E-mails," Richard Simmons says, "represent a person reaching out for help." He should know: The sweat machine, who calls himself "a male Joan of Arc," has been online for two years. His **AT HOME**

**WITH RICHARD** site serves as a virtual weight-loss camp, offering users daily affirmations, chat rooms, exercise and nutrition tips, as well as inspirational stories.

"There's a lot of homebound people who are on the computer, and a lot of people at work who are struggling," he says of his online audience. "We get people who write in and go, 'I hate what I look like, I hate my job. I'm going to kill myself.' So you've got to be watching the e-mails at all times."

Simmons says he personally responded to 17,000 queries last year, although he rarely sits down to the keyboard. "In Catholic school, where I was overweight with short, fat little hands and fingers, they said I would never type. They said, 'Milton'—which is my real name—'you better become successful, because you're never gonna make it as a secretary.'" To compensate, he has eight "typing angels" record his dictation.

Now Simmons can reach his wired flock from anywhere. "I could be in the Caribbean and on a phone that's \$9.99 a minute. But I'm doing my [daily inspirational] message, because I know that it reaches a lot of people," he says. "When they come to the Web, I want them to be inspired." —M.F.



### WHERE WE'RE @

▶▶ Want to send every e-mailbox in the country a note? Start making those address-book entries, because you'll be filling in **77 million** e-mail listings.

Source: Jupiter Communications

▶▶ Americans send **246 million** e-mails per day.

Source: Jupiter Communications





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[mySimon.com](http://mySimon.com)

# HOW the world uses the NET

BY BILGE EBIRI



Welcome  
to the Global Village. Population: 150,887,000. Today, one out of 40 people has been online. By year-end 2005, approximately 720 million users will log on. Currently, the U.S. accounts for the lion's share of usage, and rich, homogenous Scandinavian nations boast the greatest number of users per capita. But exactly how is the rest of the world doing? "There's not a country on Earth that does not have an Internet plan," says Jeffrey Cole, director of the UCLA Center for Communication Policy, which is conducting a study of the Net's global impact. "It's no mystery that, in the U.S., the stock market's growth is





being driven by the Net," Cole continues. "World leaderships are convinced that the 21st century economy is going to be tied to the Web."

The English seem sold on the idea; Britain is experiencing feverish growth in Net usage. Their invasion of the Web really blasted off last September when electronics retailer Dixons began giving away free Net access. Now the tabloid newspaper *The Sun*, the Virgin Group, the BBC, and the supermarket chain Tesco also offer Internet service, at no charge.

Free commercial access has spread to France, too, where Internet use is taking off at last. Until recently, the French shunned the World Wide Web in favor of Minitel, the country's alternative online system. But this summer, phone service provider and Minitel operator France Telecom finally announced it would converge the aging network with the Internet. Fearful that the Web explosion might totally pass it by, the phone company has even begun to distribute Web-enabled screen phones to its 15 million Minitel users.

Of course, Western Europe isn't the only region experiencing staggering Web usage growth. Central America and South America are also surging, thanks to the interventionist policies of governments, such as Argentina's, that have helped reduce the cost of local calls. In fact, these two regions posted 1998's greatest jump in Net usage growth: a whopping 115 percent.

In the coming years, however, it may be Singapore that emerges as the most wired nation of all. According to Cole, "They have the plan and the will. By 2002, they will be fully wired and the Net will exist everywhere there."

In March, Singapore announced that it would issue unlimited licenses to Internet exchange services in an attempt to lure Asia's service providers and to exploit the pan-Asian Internet market.

But others are also in the ISP treasure hunt, including Hong Kong's Cable & Wireless HKT and Australia's Telstra. What's at stake? Projections show that by 2005, the Asia-Pacific region will have nearly a quarter of the world's Internet user share.

China itself is expected to have 36 million users in 2005—the fourth-largest Net usage share in the world (it currently ranks 14th). The Chinese government, still wary of subversive political content on the Web, is paying close attention to e-commerce. It has even announced plans to wire 60 percent of government departments by the end of 1999.

In the Middle East, Israel is expected to have more than 1.5 million users by 2000. "Israelis are like the Japanese; they love technology and gadgets," says Gedaliah Gurfein, the cofounder of TeleVend, an Israeli company that specializes in high-tech vending. "You sometimes see people walking around with two cell phones and a beeper."

The Israeli government's active role in supporting high-tech ventures stands in marked contrast to the stance of many of its neighbors in the Middle East. The fear of online subversion continues to slow progress in Iraq, Syria, and Iran, among others.

Nevertheless, the Middle East, which currently represents less than 2 percent of worldwide Net usage, is experiencing steady growth in connectivity; by 2005, the Web-barren region should account for just under 4 percent of the world's total Web users.

The Net's relentless progress also seems immune to massive financial crises. More than 2 million Russians are now online—

## World's Most Wired Nations

COUNTRY	NET USERS PER 1,000 PEOPLE
1. Iceland	320.3
2. Finland	305.4
3. Norway	304.1
4. Sweden	289.8
5. United States	283
6. Australia	234.1
7. Canada	211.5
8. New Zealand	190.1
9. Denmark	178.6
10. Singapore	140
11. Switzerland	138.2
12. United Kingdom	137.3
13. Netherlands	124.8
14. Hong Kong	98.7
15. Israel	95.7

Source: Internet Industry Almanac (Computer Industry Almanac Inc., 1999)

twice last year's user base, and an enormous increase for a country in such dire economic straits. In fact, user growth there is expected to skyrocket 133 percent by year-end 2000, much of it due to the increase in Russian-language content online.

Still, the differences in Net usage among nations remain startling. Iceland, for example, which has a population of only 271,000, has nearly 20 times as many Internet hosts as 100 of the world's poorest nations combined. How can this be? Well, for people living in developing nations, poor telephone infrastructure makes getting online impossible. Consider this: In 1997, more than 60 percent of the developed world lived in rural areas, and more than 80 percent of phone lines existed in urban centers.

Nowhere is the lack of infrastructure more apparent than in Africa. Even when connection is possible, access is prohibitively expensive. In Cameroon, for example, local dial-up service is available only in the country's two biggest cities, Yaoundé and Douala.

Truth be told, the Web is still a community characterized by affluence. Cole, whose study is being partially funded by rivals AOL and Microsoft, believes this will soon change: "Although many nations have fallen on hard times, the Net is totally transforming them, their people, and their economies. The Net is beginning to penetrate even the poorest of communities. And while the technology doesn't eliminate class differences, it will finally give the advantages that people of privilege have had to people of lesser means."

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# THE village people

►► A still-developing snapshot of the global village that the World Wide Web has helped create

BY BILGE EBIRI

## {Australia}

Paul Ah Chee Ngala

Age ►►41 Location ►►Alice Springs

Occupation ►►General manager

Paul Ah Chee Ngala, a one-time pro Australian Rules football player and rock singer, started the **ABORIGINAL ART AND CULTURAL CENTRE** in 1995, then took it online. On his site—which averages 10,000 hits a day—Ngala teaches Web users about Aboriginal culture and even provides didgeridoo lessons in RealAudio format.



Ngala

## {Belgium}

Willy Boeykens

Age ►►40 Location ►►Antwerp

Occupation ►►Security guard

Don't let the word "security" fool you—Willy Boeykens is a daredevil. The professional skydiving cameraman once helped set a world record in formation skydiving. Now, he uses his Web site to sell his photographs online.

## {Brazil}

Leonardo Régis Orrico

Age ►►19 Location ►►Belo Horizonte

Occupation ►►Student

The Web is sorely lacking in comprehensive sites devoted to Brazilian soccer, says Leonardo Régis Orrico. That's why, four years ago, he created a soccer fan page of his own. Today, Orrico spends half of his days online and exults, "The Internet arrived to revolutionize the world, communications, and personal relationships."



Orrico

## {Canada}

Emily Way

Age ►►29 Location ►►Toronto

Occupation ►►Writer

Emily Way, a self-described computer geek who met her husband on the Net, runs **WOOL WORKS**, a massive compendium of knitting info. At her site, visitors can learn everything about the craft, from dyeing fleece to mastering the entrelac stitch. And when she isn't spinning yarns? Way also runs **ICOMM**, a nonprofit ISP that provides free Web space to charities and community organizations in Canada and the U.S.

## Legend

COUNTRY NAME (Domain-Name Suffix)

■ Population in millions

■ Computers per 1,000 people

■ Internet users per 1,000 people

■ Year 2005 projected estimate of users

■ Percentage of the world's Internet users

Source: Internet Industry Almanac (Computer Industry Almanac)



ffix)

users per 1,000 people  
users

Industry Almanac Inc., 1999)





## {Ghana}

Makafui A.K. Kuenyehia  
Age ►►22 Location ►►Accra  
Occupation ►►PC specialist

Ghana may not have much of an online presence, but that hasn't discouraged Makafui Kuenyehia any. The aspiring computer programmer has built several personal Web pages, including **MAKAF'S HOME PAGE**. Kuenyehia uses his sites to communicate with his "friends without faces." He even keeps in touch with his pastor via e-mail.



Kuenyehia

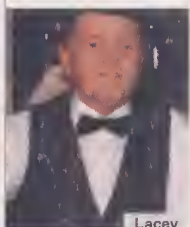
## {India}

Mahesh Shantaram  
Age ►►21 Location ►►Bangalore  
Occupation ►►Journalist

"One must put back into society a little more than what one draws from it," says Mahesh Shantaram, a journalist who works for the Web publication **CYBER INDIA ONLINE**. That's why he created **THE VIRTUAL BRAIN TOUR!**, a collection of musings on Java apps, poetry, and the appeal of women's toes.

## {Ireland}

Michael Lacey  
Age ►►56 Location ►►Wexford  
Occupation ►►Bar manager



Lacey

At **MICHAEL'S IRISH CYBER-PUB**, pub manager Michael Lacey invites Web users to sidle up to his virtual bar and peruse his favorite cocktail recipes.

## {Israel}

Sella Yair  
Age ►►25 Location ►►Haifa  
Occupation ►►Student

Originally, Sella Yair created **THE TRAVELERS SITE** to find companions for a trip through Africa. But he never dreamed that the site would help him make friends in hostile lands. "E-mail and ICQ gave me the opportunity to communicate with people I couldn't talk to before, like from Egypt, Lebanon, Jordan, and Syria."

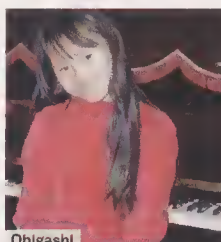


Yair

## {Japan}

Yuko Ohigashi  
Age ►►12 Location ►►Nagoya  
Occupation ►►Student

Yuko Ohigashi isn't your average 12-year-old. A piano virtuoso, she performs her own compositions, which are available at her Web site. The Net has helped her hone her skills, too; she now takes classes online with a composer from Hong Kong.



Ohigashi

## {Mexico}

Luis Miguel Rionda  
Age ►►39 Location ►►Guanajuato  
Occupation ►►Professor and social researcher



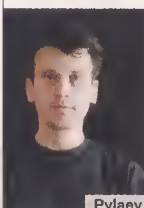
Rionda

To Luis Miguel Rionda, the Web is an empowering civil tool, one that lets Mexicans debate issues of national electoral politics and immigration to the U.S. "My draft papers can now be discussed before publication," says Rionda, who maintains his own home page. "This is a very democratic and horizontal medium."

## {Pakistan}

Syed Irshad Hussain Gardezi  
Age ►►58 Location ►►Multan  
Occupation ►►Farmer

Irshad Gardezi has taken his family farm online and is reaping the rewards of entering the digital age. Currently, he uses the Web to access critical pest identification and control data, and to interact with other farmers from all over the world. "Now, because of the Net," he says, "I feel more relaxed."



Pylaev

## {Russia}

Sergei Pylaev  
Age ►►35  
Location ►►Togliatti  
Occupation ►►Painter

For painters living in the Russian heartland, it's nearly impossible to find serious customers (heck, it's nearly impossible to find other people, period). That's why artist Sergei Pylaev took his metaphysical paintings online, at his virtual gallery.

## {Singapore}

Wayne Woo  
Age ►►23 Location ►►Singapore  
Occupation ►►Civil servant

There are many paths to enlightenment; Wayne Woo may have created the most technological of them with **TEMPLE OF THE LOTUS**, a virtual Buddhist temple. Woo started the site to teach others about Mahayana Buddhism and Avalokitesvara, one of the religion's deities. "The Net is an excellent means to introduce Buddhism to the younger generation, who choose to stay away from drier mediums like books," says Woo.



Woo

## {Slovenia}

Jani Solar  
Age ►►35 Location ►►Dolenja Vas  
Occupation ►►Industrial worker

When Jani Solar signed on to manage the struggling Slovenian rock band Arizona in 1997, he decided to drum up interest by creating an official Web site for the group. Today, the band depends on the site to promote its music, talk to fans, book concerts, and lure new sponsors.

## {South Africa}

Marius "Lumber Jack" Jonker  
Age ►►29 Location ►►Umtata, Eastern Cape Province  
Occupation ►►Forest manager  
"Lumber Jack" (as Marius Jonker likes to be known) has had a love for the forest since childhood. So it's no surprise that he took it online with **TALES OF THE FOREST**, a site where he collects stories and jokes about forestry, and muses about his love for trees.

## {Sweden}

Kajsa Leander and Ernst Malmsten  
Age ►►Both 28 Location ►►Stockholm  
Occupation ►►Chief marketing officer and CEO, respectively, Boo.com

She was a supermodel for five years; he, a literary critic. In 1997 they joined looks and books to found **BOKUS.COM**, which



Malmsten & Leander

has become the world's third-largest online book retailer. Now, the duo has focused its collective energy on **BOO.COM**, the first truly global e-tailer.



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T-SHIRT KING SEATTLE CHOCOLATE COMPANY FORD PARTS CATALOG DOG TOYS BLUE RIVER TRADING ELECTRONICS.NET MENSTYLE FOG DOG

FRAGRANCENET BETTY CROCKER CATALOG GIFT TREE/GIFT SERVICES DESIGNER OUTLET SHADES.COM CLOSEOUT JEWELRY WAREHOUSE

GREENMARKETPLACE PAUL FREDERICK ORVIS BLUE MOUNTAIN PRESS ALTREC.COM IGOFISH INTERNET MARKETING CENTER LA PATISserie DIGITAL CHEF

BOUQUETSDIRECT.COM FIELD TRIPS LANDSCAPE USA COCA-COLA CATALOG LE VILLAGE FRANKLIN MINT SIXDEGREES.COM DIAMOND CLUB

LIQUOR BY WIRE NATURAL BODY BAR EURO HOLIDAY POSTAGE PERSONAL CREATIONS THE SHARPER IMAGE PLANET EXPLORER POCKETEC FITIGUES

PUBLISHER'S CLEARINGHOUSE EDDIE BAUER HOME SCRUNCHIES THE SMOKE SHOP CONTENTS BY DELIA'S SUPERBUILD TOVA OF BEVERLY HILLS REEL.COM

EBAY TWIN PEAKS GOURMET TRADING POST THE COUNTRY BED SHOP MUSICIANS CORNER NATIONAL GEOGRAPHIC GIFT CATALOG A COOK'S WARES

SWISS ARMY DEPOT FISHER-PRICE BITS & PIECES NEIMAN MARCUS BY MAIL NEW WATCH COMPANY NEXTCARD INTERNET VISA NFL HARDHATS NUTFARM

OMAHA STEAKS OPTICALSITE PALADIN PRESS PANASONIC THE ROAD STORE PC CONNECTION SEATTLE'S FINEST PERSONAL CREATIONS

SPORTINGAUCTION SAN FRANCISCO MUSIC BOX COMPANY "RANDOM HOUSE, INC." QUICKEN.COM SAVISHOPPER ESHOPPER.NET JCREW

SEARS SHOP AT HOME SHOW PLACE EDDIE BAUER SEE'S CANDIES MAIL ORDER PRINCETON UNIVERSITY PRESS SIMON & SCHUSTER CHILDREN'S PUBLISHING

DIVISION SMITH & HAWKEN NET RESULTS MARKETING SUNBEAM SPECIALTIES GROWTH SPURT SUNDANCE CATALOG WAL-MART ONLINE SUR LA TABLE

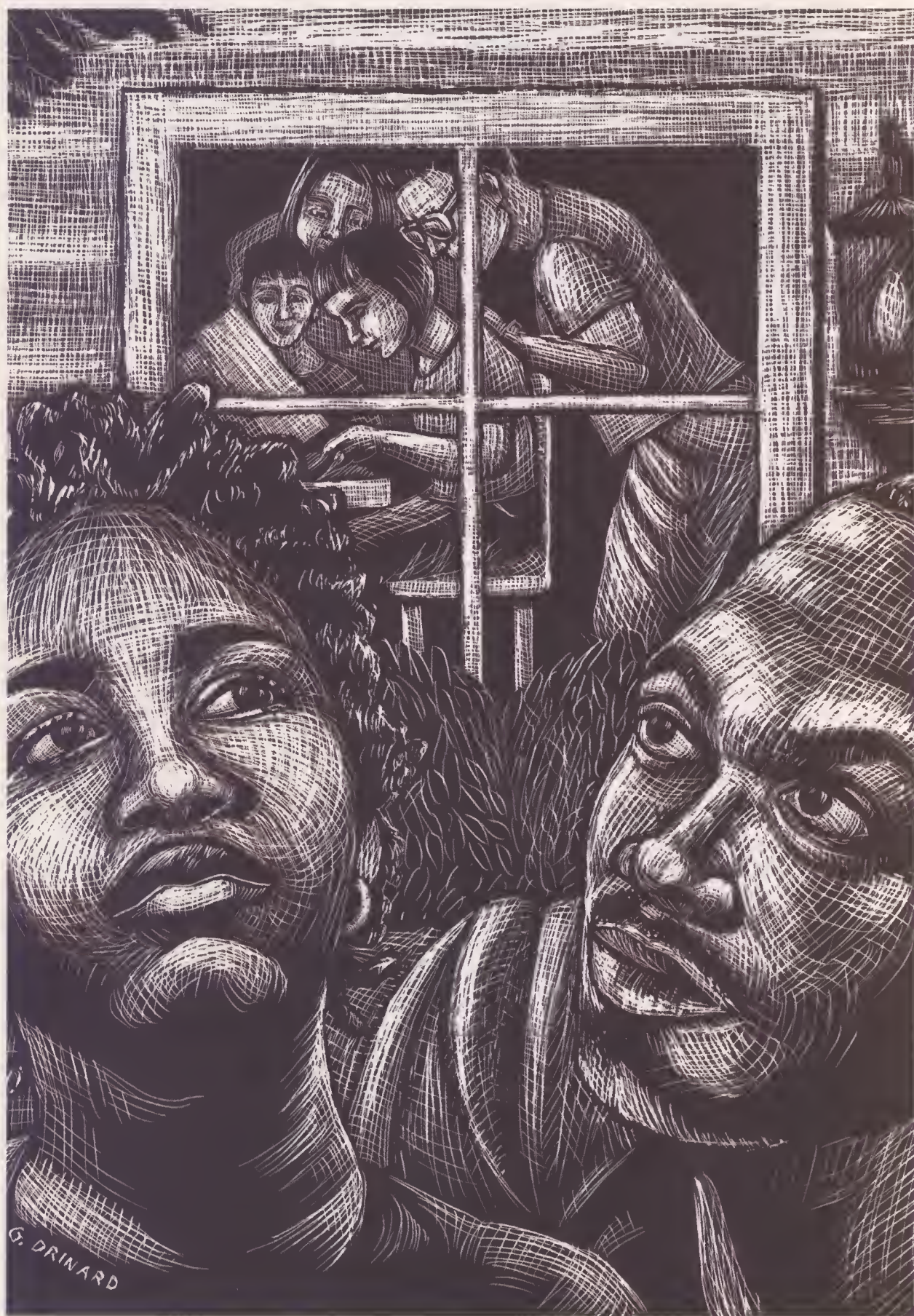
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# the NET in black & white

BY FARAI CHIDEYA

►► Back in 1993, while working on a story for *Newsweek* about computers and education, I visited several high school classes in a suburb of Washington, D.C. In one magnet science program, every kid had an e-mail account and, by senior year, access to university supercomputers. In another computing class, this one part of a public school's regular curriculum, I watched kids learning their way around a keyboard using out

IT'S BEEN CALLED THE 'DIGITAL DIVIDE' AND THE 'RACIAL RAVINE'—THE GAP THAT SEPARATES THE INTERNET HAVES FROM THE INTERNET HAVE-NOTS. WITH ALL THAT'S HAPPENING ONLINE THESE DAYS, THE NEED TO BRIDGE IT IS ONLY GROWING

ILLUSTRATION BY GABRIELLE DRINARD

dated Apple IIe's. What struck me hardest about the disparity was that most of the kids in the magnet classes were Asian or white, whereas most of the kids in the regular classes were black or Latino. But what made the difference especially ironic was that both classes were taking place at the very same high school, Maryland's Montgomery Blair.

There, within one campus, was a perfect example of the digital revolution's downside—the fact that many people never get the opportunity to go online. In America, blacks and Latinos are far less likely than whites to have Internet access. It's something that experts and politicians see as a replication of how we're segregated into haves and have-nots in the rest of the world.

And so my trip to Montgomery Blair gave me my first real glimpse of what's come to be known as the "digital divide."

In some ways, I'm a typical Net user. I have a college degree, an above-average salary, and a computer both at home and at work. I have e-mail—five accounts in all. I belong to two virtual communities: New York Online and the WELL. When I travel out of town, I often buy my plane tickets through a Web site and then e-mail a WELL friend who lives where I'm flying to meet me for drinks. And of course, as a reporter, I use the Net to dig up valuable research on everything from organ donations and mortgage rates to how many records Puff Daddy has sold.

But I'm also African-American. And a recent Commerce Department report, "Falling Through the Net," indicates that the average Web user is different from the average American: more likely to be white or Asian, male, college-educated, and in a higher-than-average income bracket—and less likely to be Latino, black, or a blue-collar worker. Another study, released in May by professors at Vanderbilt University and titled "**THE EVOLUTION OF THE DIGITAL DIVIDE**," revealed that only 22 percent of African-Americans had used the Web in the previous six months, compared with 28 percent of Latinos and 36 percent of whites. And while white Americans are more likely than ever to own a PC, the rate of computer ownership among blacks has stayed flat for the past three years.

These differences are closely linked to income and education. But even when those variables are factored in, race still matters.

Donna Hoffman, a Vanderbilt marketing and management professor who cowrote the "Digital Divide" study, recalls some of the feedback she received while exploring the issue: "One comment we got was, 'African-Americans don't want to use the Internet. They're not interested; they don't care.' We found a lot of this to be offensive and explicitly racist."

Hoffman would like to see more research into what makes people of all colors adopt technology. For example, low-income whites are more likely to go online than low-income blacks. Why? An analysis of U.S. Census data reveals that poor whites are more likely to live in economically mixed neighborhoods, whereas poor blacks often live among other poor blacks. Hoffman theorizes

that some low-income whites can thus use computers at their neighbors' houses—a situation that doesn't hold true for most low-income African-Americans.

Idil Cakim, an Internet analyst with Cyber Dialogue in New York, agrees: "The younger group among nonwhites [who use the Net] are often those who are online from an academic location. They're accessing from school, because they don't have it at home."

What's more, schools that serve black and Latino kids are much less likely to have classroom Internet access than schools that serve whites. And as the example of Montgomery Blair illustrates, not everyone has equal access to technology even inside the same school.

Hoping to correct this situation, numerous government, business, educational, and community groups are trying to help people of color get online. Washington, for its part, is administering the so-called E-Rate program, a more than \$2-billion-a-year initiative to get

Net access into schools. Several industry-funded programs, including Joint Venture: Silicon Valley Network, are also working to put technology into local schools and to get local youths into the pipeline for top computer-related jobs.

Beyond such efforts, there are larger forces opening the Net to a broader range of users. Elaine Chen, an analyst with Xceed Intelligence in New York, cites two key factors. The first is the plummeting price of hardware. "Some companies," she says, "offer a PC for free if you're willing to watch [online] advertising."

The second key factor is the widening effort to niche-market to ethnic communities and to African-Americans, particularly on the part of Web sites like **NETNOIR** and **MELANET**. "Certainly, we're seeing a lot more sites appealing to Latinos," adds Chen. "**STARMEDIA** is trying to be the AOL of Latin America, and they

are trying to make some moves into the [U.S.] market as well." Chen foresees more sites in Spanish, and a focus on selling to people of color. "In e-commerce," she observes, "there's only one color: green."

It's true that profits—real or hoped-for—will drive the expansion of Internet access. And this raises entirely different questions about whether blacks and Latinos will find adequate content, and about what their experiences will be like online.

On one level, the Net is a great resource for minority and ethnic groups. There's an unprecedented amount of information online about race, culture, and global communities. Want the facts about race in the U.S.? The **U.S. CENSUS BUREAU** site has plenty. There are also hundreds, if not thousands, of informal e-mail networks and mailing lists. I get articles and advisories passed along to me by Harry Allen, the former "media assassin" for the rap group Public Enemy; updates from the **ELECTRONIC URBAN REPORT**, a mailing list and Web site that has all the news and gossip on rap and R&B artists; and dispatches from some crazy black filmmaker who mistakenly put me on his list of forwards. (OK, so that last one isn't so cool, but you've got to take the bad with the good.)

The flip side, of course, is that the Net is a space where all the tensions of race and class and culture bubble to the surface. 176 >>

The flip side, of course, is that the Net is a space where all the tensions of race and class and culture bubble to the surface



# See What You've Myst

Since 1993, over 5 million people have forgotten their everyday worries, finding themselves captivated by Myst's intriguing adventure and stunningly beautiful environments. In doing so, they have made Myst the best-selling computer game of all time.

Now this timeless classic has been revamped with a host of new and improved features. **Myst: Masterpiece Edition** includes stunning graphics in all new 24-bit color, digitally remastered audio and video, and, most importantly, the addition of our proprietary DigitalGuide™ help technology. The DigitalGuide makes the game playing experience more accessible and less intimidating for players of any skill level.

So, whether you've never played Myst before or you've played, but never fully experienced this classic, now is the time to see what you've missed.



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# YAHOO! INTERNET LIFE'S GOLD STAR SITES

## THIS MONTH WE TEST AND ASSESS THE NET'S AUTOMOBILE RESOURCES

# BUYING A CAR



**T**HREE YEARS AGO, ON OUR TRIP TO BUY A car online, the Net was a backseat driver, offering some instructions at different points along the way but not being nearly as helpful as we would have liked. We wanted a Jeep, and our journey went through CompuServe (remember that?) to obtain dealer invoice pricing,

America Online to get Edmund's tips for dealing with dealers, and the Web to find anything else we could. Our effort did pay off:

We saved almost \$2,000 off the sticker price.

Today, the Net is riding shotgun on our car-buying journey, offering detailed help in the research, financing, buying, insuring, and maintenance of a new or used

car. All other things being equal, we would have saved an additional \$1,300 off our Jeep with the deals we found online this year. Hey, there are still a few potholes along the way (see "Caveat Emptor," page 134), and your actual mileage may vary based on where you live and what kind of car you're buying. But the road ahead is clearing of debris. At press time, CarsDirect.com had just introduced direct-to-consumer online auto sales—which could save you even more in the future by cutting out the dealer entirely. Meanwhile, strap yourself in for a trip to the top performers in our *Y-Life* road test.

## AND THE WINNERS ARE...

### Best New-Car Hub

**MSN CARPOINT**

[carpoint.msn.com]

You might be asking yourself, "CarPoint? Would I buy an operating system from Ford?" But check it out. Everything you need to buy and pay for a new car is here, in one well-designed package. Dig into the research section to get free dealer

invoice prices, expert opinions, and all-important details on rebates and current specials. You can configure the car you want with its actual option packages and colors, so you have a better chance of getting exactly what you desire from the dealer. Financing and insuring the car at the best possible rates are easy tasks, thanks to CarPoint partners InsWeb and CarFinance.com, our Gold Star category winners. And once you've bought your car—or even if you don't—set up a personal page on the site to get tips and deals for the care and maintenance of your vehicle. (For a look at what the competition offers, see "Report Card," page 132.)

### Best Used-Car Hub

**AUTOCONNECT**

[autoconnect.com]

The used-car salesman wouldn't have such a bad reputation if AutoConnect had been around before guys in plaid sport coats roamed the planet. This cleanly designed site makes researching and finding used cars easy from the get-go: Search for what you want, then sort through the returns with ease. From

each car's detail page, you can get Kelley Blue Book quotes, itemized specs, reviews, seller contact info and directions, insurance-rate quotes, and a direct link to the superb CarFinance.com. No one puts it all together this well. You can also post a free ad to sell your own used car. (To check out the competition, turn to "A Closer Look," page 134.)

### Best Place to Figure Out What You Want

**AOL AUTO DECISION GUIDES**

[aol.com/webcenters/autos/newcars.adp]

[aol.com/webcenters/autos/usedcars.adp]

You're not one of those "car people" obsessed with road tests and horsepower; you just need something to get you to work every day or to take you into the hills for hiking adventures. Start from scratch with a detailed survey that winnows down a database of new or used cars to the ones that meet your needs, using an impressive set of criteria and preferences. Choose between a sport-utility vehicle and a sedan, and determine how important cup holders are to you. Or pick specific cars to com-

BY SEAN KELLY • ILLUSTRATION BY EARL KELENY





pare head-to-head; the system notes where the differences lie.

## Best Research Site

**EDMUND'S**

[[edmunds.com](http://edmunds.com)]

The key to any successful car-buying experience is leveling the playing field so you don't get taken for a sucker. How do you do that? Research, research, research. Edmund's feeds you a steady diet of detailed specs, road-test reports, and pricing on new and used cars and trucks. But where the site truly shines is in explaining how to use all this information to your advantage. You don't just get a dealer invoice price but also an explanation of dealer holdback costs, so you know exactly how low the dealer can go. The used-car section can help appraise the value of any auto you're considering by factoring in the vehicle's history, options, and mileage. Required reading: "10 Steps That Every Car Buyer Should Follow."

## Best Auto Finance Site

**CARFINANCE.COM**

[[carfinance.com](http://carfinance.com)]

If you think negotiating an automobile's price can be a drag, wait until you have to figure out how to pay for the darn thing. CarFinance.com makes it easy with a quick, painless process: Compute how much to borrow for the vehicle you want, get an anonymous quote, zip through an online form, and get a response within 48 hours. And the convenience doesn't cost you; CarFinance.com delivered a 6.99 percent rate when **BANKRATE.COM** daily national average rate for a similar loan was 8.10 percent.

## Best Auto Insurance Site

**INSWEB**

[[insweb.com](http://insweb.com)]

Like a good neighbor, InsWeb can be there for you. The site stands out because it lets you obtain competitive quotes from a variety of insurance companies. Describe your coverage and deductible requirements, driving history, and some personal information via an online form, and submit it for an immediate six-month rate quote. InsWeb instantly found us a \$365 six-month rate from Nationwide



# GOLD STAR SITES: CARS

Direct, a handsome savings of nearly \$230 off Progressive.

## Best Manufacturer Site

**BMW**

[bmwusa.com]

Sometimes a car is more than just a means of transportation; it's a statement of who you are. BMW says, "You are your car" better than any other automaker out there, with a site that's sleek and spare one minute, and rich with high-resolution images the next. Interact with all of BMW's offerings, including certified used models: Select the vehicle you want, and request it from the nearest dealer. So confident is the company of its line's superiority, it offers independent comparisons with its competitors' cars.



Get great one-stop service at MSN CarPoint, or hit BMW for an image makeover.



## Best Virtual Showroom

**MSN CARPOINT SURROUND VIDEO GALLERY**

[carpoint.msn.com/Gallery]

No matter how good the Web car-buying process gets, you still can't kick the tires.

But you can almost smell the rich Corinthian leather of the upholstery here. Dozens of clips of car exteriors let you "walk" around the car, and more than 50 interior views let you scope out the dashboard panel and imagine yourself reclining in that bucket seat. AutoVan-

## REPORT CARD

## Grading the Major New-Car Hubs

THE BASICS	DEALING WITH DEALER	RESEARCH	COMMUNITY	FINANCE/INSURANCE	OVERALL
<b>MSN CARPOINT</b> carpoint.msn.com	2,500 franchises; get to pick exact options packages; first dealer referral never responded; second one offered \$199 over dealer invoice <b>B+</b>	Dealer invoices, expert reviews, Kelley Blue Book; excellent side-by-side comparisons; great virtual showroom; rebate reports <b>A</b>	Create personal page for recall reports, maintenance reminders, and special offers; chat, newsgroups <b>A-</b>	Insurance and financing from Gold Star category winners InsWeb and CarFinance.com; can access manufacturer leases <b>A-</b>	<b>A-</b>
<b>AUTOBYTEL.COM</b> autobytel.com	2,700 franchises; get to pick exact options packages; can enter trade-in info; offered \$500 to \$800 over dealer invoice <b>B</b>	Dealer invoices, user and expert reviews, Kelley Blue Book, basic side-by-side comparisons; weekly rebate and deal info <b>A-</b>	Write own test-drive reviews; personal area lets you set reminders and watch trade-in value; no chat, newsgroups <b>B+</b>	Can get financing quote only if you've requested a car quote; insurance quote from only one vendor <b>C</b>	<b>B</b>
<b>AUTOWEB.COM</b> autoweb.com	4,900 franchises; options list not car-specific; offered \$299 over dealer invoice <b>B-</b>	Dealer invoices and Kelley Blue Book; user reviews but no expert reviews; recall and service bulletin info <b>B</b>	Write own car reviews, but more limited than Autobytel; member dealer profiles; AutoTalk discussion forums <b>B+</b>	Can get insurance or financing quote from dealer with car quote, but from one only vendor <b>B</b>	<b>B</b>
<b>CARSMART.COM</b> carsmart.com	1,400 franchises; can enter trade-in info when sending request; options list not car-specific; offered \$100 over dealer invoice <b>B-</b>	Detailed invoice reports cost \$4.90 per car (free elsewhere); view live inventory at some member dealers; great tips on dealer haggle room <b>B-</b>	Can see all member dealers in your area; no user-input content <b>C</b>	A-list partners InsWeb and CarFinance.com; the excellent Warranty Direct for extended warranties <b>A</b>	<b>B-</b>
<b>AUTOVANTAGE</b> autovantage.com	1,800 franchises; must enter desired options manually; can't request a trade-in; offered \$500 to \$800 over dealer invoice <b>D</b>	Invoice pricing and reviews but no decision guide; only 11 cars in virtual showroom <b>C</b>	AutoVantage Gold membership (\$1 for three-month trial, then \$79.95 a year) gets you roadside assistance, car repair deals; no user-input content <b>C-</b>	A-list partner InsWeb; no extended warranty offer <b>B+</b>	<b>C</b>

**HOW WE RATED THE SITES:** To select the best overall new-car hub, we completed the quote request process at each site and received dealer responses on a 1999 Jeep Wrangler Sport from each service for Marin County, California. We considered the depth and breadth of content available to help you research your purchase and assist you in finding the best possible deal, as well as the bundled services that let you finance and insure your vehicle. Testing took place in May 1999; grades do not reflect any features or upgrades that have been added since then.



Win a Volvo S40 or V40 at  
[www.SwedenRules.com](http://www.SwedenRules.com)

Room for the mountain bike you  
wish you had more time to ride

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(Back seat requires self heating)

Turbo thingy under  
hood makes you go fast



Tires!

Killer sound  
system  
(Yanni-filter optional)

Transversly-mounted, all alloy  
16 valve 160 horsepower engine

[swedenrules.com](http://swedenrules.com)

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## GOLD STAR SITES: CARS

tage and Autobytel also offer surround videos, but CarPoint boasts more cars and is easier to set up.

### Best Car Magazine

**CAR AND DRIVER ONLINE**

[caranddriver.com]

Was the dog-eared copy of *Car and Driver* that you usually leaf through at the barber's missing this month? Check

out the magazine's Web site, which offers the same reliable information as its print sibling: buyer's guides, loads of real-life road tests, and always-engaging opinion pieces from the likes of driving enthusiast Brock Yates, an industry legend.

Want to help forecast the next millennium's models? The Concept Cars section showcases such works-in-progress as GM's Chevrolet Nomad, a retro-'50s sport wagon, and lets visitors vote on whether the design should leave the drawing board.

FOR LINKS TO ALL OUR GOLD STAR SITES THIS MONTH, GO TO [YIL.COM/GOLDSTAR](http://YIL.COM/GOLDSTAR).

FOR LINKS TO ALL OUR GOLD STAR SITES, GO TO [YIL.COM/GOLDS](http://YIL.COM/GOLDS).

## CAVEAT EMPTOR

Even online, buying a car can be a bumpy ride. Beware these potential pitfalls.

■ Your "low, no-haggle price quote" is not the outcome of multiple dealers' bidding for your business, despite the impression some sites may give you. Go through the process at multiple hubs and create your own bidding war.

■ That "no-haggle" policy actually has some wiggle room. Do your homework and push the price down a little further.

■ Sure, you can point-and-click on every available option. But even though sites may create the illusion that you are building a custom car, you're still subject to what's available from the dealer. This means you may not actually get that cherry red sunroof model.

■ Brace yourself for a barrage of phone calls and e-mail after you request a dealer quote. Most dealers

contacted us only once, but we had to formally ask one dealer to stop the full-court press.

■ Watch out for options that you didn't request showing up in the car you end up buying, adding to your cost.

■ Read the fine print. Carefully examine all contracts and program details before you agree to anything.

### Best Car-Culture Site

**CAR TALK@CARS.COM**

[cartalk.cars.com]

Love cars and have a sense of humor about them? For the funniest, loosest, and most irreverent car talk on the Web, syndicated columnists Tom and Ray Magliozzi—also known as "Click &

Clack, the Tappet Brothers"—have brought their National Public Radio act online. The site delivers numerous gifts, including crash-test-dummy scorecards, a national network of "above-average" car mechanics, and an educated guess regarding what it might mean when your car goes tuckaTHUCK-tuckaTHUCK.

## A CLOSER LOOK: Used Cars

Considering the disposable nature of American culture, it's somewhat surprising to learn that in 1998 consumers bought four used cars for every new car sold, according to the National Automobile Dealers Association. Someone's jalopy is truly the next person's sweet ride. The Web makes used-car transactions easier, eliminating a lot of the legwork. Although all the new-car hubs also offer "pre-owned" vehicles, we focused on the sites dedicated primarily to selling used cars.

#### AUTOCONNECT

[autoconnect.com]

**Number of cars available:** More than 900,000.

**Research:** Kelley Blue Book values; easy to contact seller; features the AOL Auto Decision Guides (see review, page 130) to help you choose what kind of car you want; My Notebook page to save research.

**For Sale by Owner:** Free to list; 33,000+ dealers.

**Quick Take:** Your best bet. Aiming to extend its reach even further, AutoConnect plans to merge with Auto Trader Online (see below).

#### AUTONATION USA

[autonationusa.com]

**Number of cars available:** N/A.

**Research:** Better to search for the dealer closest to you and type of car instead of specific make and model; excellent

sortable results; free Carfax lemon check; Kelley Blue Book for retail and trade-in value; can schedule a test drive online.

**For Sale by Owner:** Can't list your car for sale; 45 dealers in 13 states, mostly in the South and West.

**Quick Take:** If you live near an AutoNation, it's a nice site to check out before you visit the dealer.

#### AUTO TRADER ONLINE

[www.traderonline.com/auto]

**Number of cars available:** 500,000+ cars, trucks, and sport-utility vehicles.

**Research:** Search results unformatted and not sortable; Price Checker gives you high, low, and average cost of any truck or SUV model on the site but no third-party pricing guide; get notified by e-mail when cars you want appear on the site.

#### For Sale by Owner:

Free to list; 18,000+ dealers.

**Quick Take:** Online version of popular Trader publications is more user-friendly than print, but not by much.

#### CARS.COM

[cars.com]

**Number of cars available:** N/A.

**Research:** Free Carfax lemon check; detailed Intelli-Choice model reports available from every car detail page; excellent sortable results; details on car for sale are generally skimpy.

**For Sale by Owner:** Can't list your car for sale; newspaper classified ads from 43 large U.S. cities.

**Quick Take:** Your hands won't get inky as you browse through the classifieds.

Never trust a used-car salesman—except on the Web, where you can get the straight dope.

#### EXCITE CLASSIFIEDS & AUCTIONS

[www.excite.com/classifieds]

**Number of cars available:** 240,000+ cars; 50,000+ trucks; 50,000+ SUVs.

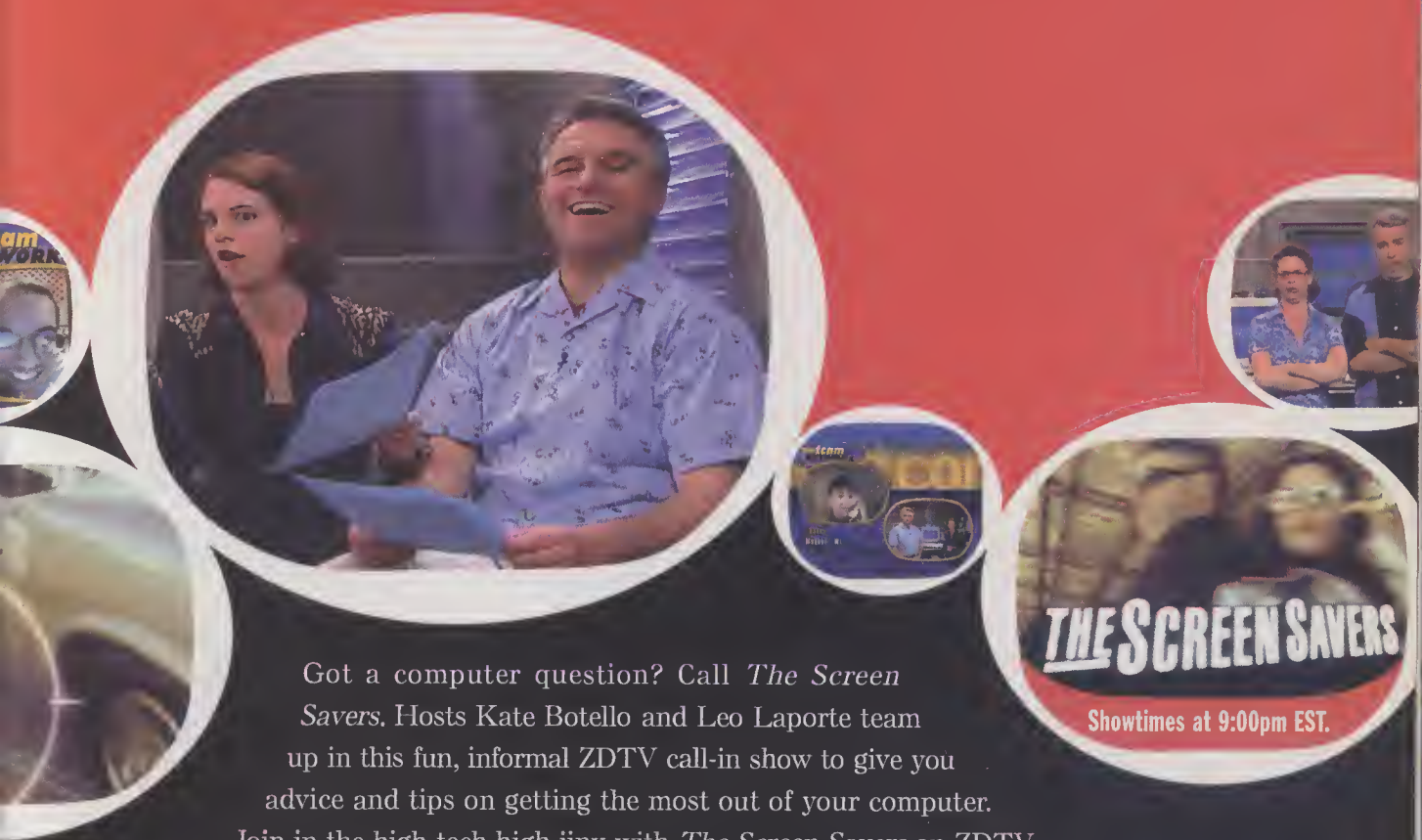
**Research:** Excellent search engine; some outdated returns; get notified by e-mail when cars you want get posted; Kelley Blue Book values; Hot List to save research; easy to contact seller.

**For Sale by Owner:** Free to list; includes used cars from AutoNation, Autobytel, other dealer referrers, and any Classifieds2000 member site.

**Quick Take:** Lacks the slick presentation and complete package that AutoConnect offers, but it's definitely worth a look as the Web's most homegrown source of auto classifieds.



# Just like tech support. Except you'll get the jokes.



Got a computer question? Call *The Screen Savers*. Hosts Kate Botello and Leo Laporte team up in this fun, informal ZDTV call-in show to give you advice and tips on getting the most out of your computer. Join in the high-tech high jinx with *The Screen Savers* on ZDTV.

**THE SCREEN SAVERS**

Showtimes at 9:00pm EST.

Television About Computing and the Internet



[www.zdtv.com](http://www.zdtv.com)



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On the 8

Play All Tracks

Music Video

Photos

Rolling Stone Review

Contests

all over music

If you love music, you'll lust after Tunes.com. There's over a million song clips, 85,000 artist profiles, 1,000 music videos, the hottest MP3s and tons of content created with *Rolling Stone* DOWN BEAT *ISOURCE*. It's the ultimate stop on the Web for music. Ready to dance? Jump in at [www.tunes.com](http://www.tunes.com)

Jennifer Lopez appears courtesy of Work Records. Photo by Tony Duran.





A person wearing a dark jacket, blue pants, and a dark beanie is walking away from the camera. They are carrying a large olive green backpack with a colorful, abstract design on the side. In the background, a large, multi-story school building with many windows is visible, slightly out of focus. The overall tone is autumnal and suggests the start of a new school year.

# Back to School

an online shopping mall

**Gone are the long days of summer.  
No more water-skiing. No more beach  
volleyball. No more family barbecues.**

**So, trade in your sunscreen for a  
class schedule and gear up for the  
new school year with our  
online shopping mall—**

**and come Fall semester,  
you'll be studying**

**in style!**

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STUDENT

**DELL**

[www.dell.com](http://www.dell.com)

## Mall Directory

**APPAREL**

Brooks Brothers 7  
 Guess 7

**COMPUTER PRODUCTS**

Dell 1,3,4  
 Microtek 8

**DEPARTMENT STORES**

BuyItNow.com 6  
 Shabang! 2, 7

**EMPLOYMENT SERVICES**

Monster.com 7

**FINANCIAL SERVICES**

SFNB 7

**GIFT/SHOPPING SITES**

Andy's Garage 1  
 For A Kid 5

**HOME ENTERTAINMENT**

AGFA 7  
 Crutchfield Stereo 1  
 Electronic Central 5

**HOUSE AND GARDEN**

House Decor 5  
 Outside Living 5

**SPORTING GOODS**

The Sports Place 5

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**Gear Up to Go Back**

Visit before 9/30 for a special back-to-school offer!

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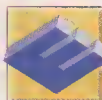
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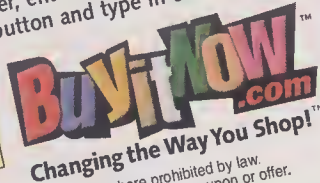
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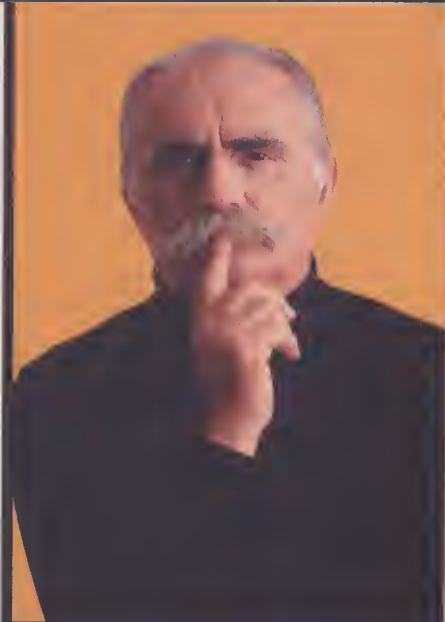


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# :// WebGuide

WHERE TO, HOW TO, BEST OF: OUR MONTHLY GUIDE TO LIFE ON THE WEB EDITED BY CREE MCCREE



## FAMILY TIES

Once an arcane pursuit for academics and little old ladies, genealogy mushroomed into a national pastime when online searches replaced the musty filing cabinets of yore. By the time the Mormon Church posted its ancestral archives on the Web last spring, there were at least 40,000 sites devoted to tracing family trees—and entire forests. For a look at the best, see **PAGE 168**.

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# New, Notable & Fun

A QUICK LOOK AT WHAT'S HOT—AND WHAT'S COOL—ON THE WEB THIS MONTH

## MUSIC GROOVES

**AMP CAST.COM** We respect any MP3 site that has a genre called "Scandals." The site's music, mostly from unknown bands, is less notorious, but that doesn't necessarily mean it's not the Next Big Thing. [ampcast.com]

**RIFFAGE.COM** You can find

more unsigned bands here, and links to artists' home pages, but the MP3 site is devoted to breaking new stars. It also breaks in the techno-challenged on a Gear Up page of tips. [riffage.com]

**THE STEREO SOCIETY** Mike Thorne, A&R man for the Sex Pistols and producer of Soft Cell and Blur, has launched an online record

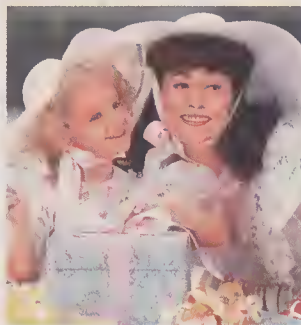


**OFF THE BEATEN TRACKS:** Add some Riffage to your musical diet.

label. Look for his new CD, *Sprawl*, which features two previously unpublished Marianne Faithfull songs. [stereosociety.com]

## ZINES & REFERENCE

**TERRAIN** "The soul is a region without definite boundaries." Expand your borders at this "Journal of the Built and Natural Environments," a quarterly blend of essays, poetry, and articles, which covers topics as diverse as raging rivers (scary) and the suburbs (even scarier). [terrain.org]



**DIVA DEAREST:** Joan Crawford (played here by Faye Dunaway).

**STILETTO** If you're a diva, or just want to be one, read the poetry and articles at the online zine that proclaims "The World at Your Heel." Also look for the camp movie of the month; when we checked, the classic *Mom-*

## PORTALPATROL

In addition to merging with @Home to create Excite@Home, a new broadband service provider, Excite now offers **EXCITE VOICE CHAT** [voicechat.excite.com]. After a quick download, users may talk—via their microphones—in real time to others online. Does this mean no more 10-10-321?

**HOTMAIL** [hotmail.com], Microsoft's free e-mail service, further integrates into MSN, adopting its sleek interface. Another feature: a command to clear your memory cache, in case you're on a public PC.

Need a rabbi—and fast? Visit **PORTAL TO THE JEWISH WORLD** [jewishdirectory.com]. Online since 1995, it lists more than 2,523 Jewish organizations, plus information on synagogues, schools, museums, and libraries around the globe, from Angola to Yugoslavia.

*mie Dearest* was recommended. [chickpages.com/zinescene/killerstiletto]

**SHEWIRE** Have you felt lost ever since Lifetime canceled its series *Attitudes*? Chances are you're a woman, and should turn here for female-oriented news and views. [www.shewire.com]

## ONLINE SERVICES

**ITRACK** The online auction craze is moving faster than...well, an auc-

## MISSING LINK? SITES WE SUGGEST YOU SAMPLE TOGETHER



## Art You Can Dance To

**W**ITH THE ADVENT OF THE WEB, OUTSIDERS CAN BYPASS the mainstream art world. Cajun country native Francis X. Pavy [pavy.com] draws on a rich cultural tradition steeped in chicory-laced coffee, back-bayou dance halls, and voodoo. Seattle-based recluse Victor Hayden [victorhayden.com] works from the inside out to conjure a child's-eye perspective on the cusp between dreams and nightmares. Both employ surreal folk-art motifs charged with a magical animism—and musicality. Pavy translates his passion for guitars into painted instruments. Hayden has the ultimate "outsider" pedigree: He was the Mascara Snake in Captain Beefheart's Magic Band, whose previously unreleased obscurities were recently issued on *Grow Fins: Rarities 1965–1982* (Revenant Records).

**SOUL MATES:** Hayden's *Ocarina* (left), and Pavy's *Blow Your Horn*



## Like Father, Like Daughter

A father-daughter relationship can be a special thing—a secret bond that both parties cherish, with all the beaming warmth of a Maxwell House commercial. But sometimes, family ties make for good reading, too. **STEVE ABBOTT.COM** [www.steveabbott.com], a memoir site devoted to the underground San Francisco writer who died of AIDS in 1992, was created by Abbott's daughter, Alysia, to commemorate the man and their "love affair as parent and child." Composed of photos, journal entries, and excerpts from his beat poems, her digital portrait reveals the arc of his life through "his philosophy, his writing, his undertakings, his dreams, his mistakes." He died leaving little money but a wealth of work.

A more sensational story is touted at **I, LISA MARIE** [i-lisa-marie.com], which briefly relates one woman's quest for her long-lost father: Elvis Presley. Amid pitches for her book, you can view pho-



**STEVE ABBOTT.COM:** The artist as a loving gay dad.

tos of "the real Lisa Marie" convincingly compared to pictures of her alleged dad, and read why she was whisked away to Scandinavia as a child.

For something a little less dysfunctional, check out **PORTRAIT OF THE NEW FATHER** [top.monad.net/~nsjfw/FathersJournal/Portrait.html] by syndicated columnist Forrest Seymour. The sweet tribute to his daughter Emily proves that, even online, a Maxwell House commercial can make for fun reading.

ioneer's lips. If you want to monitor the goings-on at Amazon.com (which struck a deal with Sotheby's), Yahoo! Auctions, AuctionUniverse, OnSale, and more, check iTrack. Enter what you're looking for and iTrack will check those sites twice a day. [itrack.com]

**WEATHER.COM** Like sunshine on a cloudy day—especially if you don't get much e-mail—the new Inbox Weather service forwards Doppler radar information, from up to three cities, right to your address. [weather.com]

**MR.WAKEUP** This service, which our own senior editor Rob Bernstein demonstrated brilliantly on *Live With Regis and Kathie Lee*, delivers free wake-up calls to anyone, anywhere in the United States. It's like having a hotel front desk online all the time—when it works. When we tried, service was spotty. [mrwakeup.com]

### SPORTS & RECREATION

**SOCCERGIRLS.COM** In 1921, the Dick, Kerr Ladies, an all-female English team, were drawing bigger crowds than the men's soccer clubs. Learn more about the sport's "herstory" and "The Ban Against Women" at a site devoted to the next generation of Mia Hamms. [soccergirls.com]

**GLOBAL GOLF GUIDE** You are not Tiger Woods, by any means, but you can see where he plays. These virtual visions of real-life golf courses, both in photographs and in 360-degree panoramas, can be as stunning as a hole-in-one. [globalgolfguide.com]

### TELECOMMUNICATIONS

**POINT.COM** For those who think "being wired" is not such a great thing comes this e-commerce paragon, which offers 3,000 wireless-phone plans. [point.com]

**ESSENTIAL.COM** Are you lacking energy? Find some here at the first online "energy and communications" superstore. It offers deals on electrical power providers, Internet access companies, and long-distance phone service. [www.essential.com]

### CONCEPTUAL ART

**MUSEUM OF CONTEMPORARY ART: TRANSMUTE** At this site, sure to make museum security guards feel uncomfortable, one can act as both artist and curator, rearranging works from Chicago's MCA in a 3-D environment, and creating one's own version of John Baldessari's non-rectilinear piece *Fish and Ram*. [mcachicago.org/transmute]

### FOREIGN AFFAIRS

**24 HOUR MUSEUM** Did you know that, in England, museums are more popular than live soccer? No wonder

this guide to the museums of the U.K. is so massive. Visitors search by collection category—including maritime and social history, archaeology, and art and design—and then log their choices in a downloadable scrapbook. Brilliant, what? [www.24hourmuseum.org.uk]



**PAINT IT BLUE:** Sortland, Norway, gets colorful for the millennium.

**VIRTUAL SORTLAND** The charming Norwegian burg of Sortland is painting itself blue for the millennium. That's right, the entire town. Blue. "[P]ainting Sortland, the city may get its long lost soul," says the site, which offers artists' renderings of the project. What else would you expect from a town quirky enough to tout its investment in "designed sewer lids"? [imex.no/vol/sortland]

### MISC / NEAT

**TEAMSTER.COM** When you're through with the Jimmy Hoffa jokes, stop by this unofficial site, devoted to the 1.4 million members of the International Brotherhood. There are links to pages for more than 80 Teamster locals. [teamster.com]

**DANCE** It's like the Hamster Dance. But with illustrated people. And the song "Celebration." [mrznet.com/smile2.html]

**TRIVIA BYTES** "I'd like to kiss you, but I just washed my hair." "What can I do to you...for you?" Hear these lines—and guess what movie they're from—in this engaging audio game. Quoting everything from *Fletch* to the 1932 Bette Davis weeper *Cabin in the Cotton*, the site covers all genres (and even includes something from the classic *Short Circuit*, for all you tech-heads/Fisher Stevens fans). [triviabytes.com]

## TREND SPOTTING

BY BILGE EBIRI



## I Want My Net TV!

The wired music revolution has already happened. Now the Web has set its sites on transforming the **film and television** industries

**W**EB-BASED VIDEO CONTENT IS CERTAINLY on the rise, what with Warner Bros.' new portal **ENTERTAINDOM** [entertaindom.com] offering such goodies as a 3-D *Superman* and the laugh-fest lineup at **COMEDYNET** [comedy.net]. Still, the Internet has only recently begun to shake its image as a support medium. When the fledgling **DIGITAL ENTERTAINMENT NETWORK** [den.net] started launching a slate of 30 original shows last May, it was regarded as a risky venture; critics pointed to the failure of such previous attempts as the online soap *The Spot*, and to the Netlet's lack of tie-ins to established media brands.

But people tuned in to such Gen-Y fare as *Frat Ratz* and *Fear of a Punk Planet*, and gave a thumbs-up. "The response has been so enthusiastic," says DEN president David Newman, "that we've already decided to continue all these shows indefinitely." A daily news show focused on global youth culture launches in September.

**ABOVE:** Web viewers gave tongues up to *Frat Ratz*.  
**RIGHT:** Most quotable Emmy winner: *Ally McBeal*.

Another Web venture launched in May, Bravo's **WORLD CINEMA** [worldcinematv.com], hopes to carve a niche among art-house fans with a searchable database of international films. But the cable network's boldest strike could be this fall's move into video-on-demand, a broadband-only service that will be available to about 500,000 homes in the U.S. with cable modems. It's not the first such venture; **MOVIEFLIX.COM** has been providing feature films for free downloads. But the Bravo name may help jump-start the VOD market.

**QUICK CLICKS:** Want to host your own Internet radio station? **SHOUTCAST** [shoutcast.com] offers a software plug-in for the Winamp MP3 player that allows PC users to stream audio over the Web....At **SOLDOUT.COM** you can purchase hard-to-find tickets—even to, well, sold-out events.



## TELEVISION

### Emmy Madness

#### MOST LIKELY TO KILL THE COMPETITION

**HBO's *The Sopranos*** Though nominees hadn't been announced at press time, *The Sopranos* looked to be a shoo-in, with its sharp writing and an original premise (well, until *Analyze This* swiped the mobster-in-therapy idea). But don't think that because there's a dearth of fan-made sites, only critics like the show. The official site has everything you would put on your own tribute page, anyway: a fan forum, character and cast bios, "FBI files" on each episode, and a glossary that defines such terms as whack, associate, and garbage business. [hbo.com/sopranos]

#### DARKEST HORSE, BRIGHTEST SITE **Second Shift: Homicide.com**

Despite having some of the smartest, most realistic cops on television, *Homicide: Life on the Street* has been repeatedly robbed on Emmy night. And now the series has been canceled. But if there's any justice in the world, the show's innovative Web site will not only find a following large enough to sustain it but garner its own awards. Featuring original online characters, the *Second Shift* interactive squad solves cases using sound and video files in a way that's original, compelling, and challenging. [nbc.com/homicide]

#### CHOICEST EMMY-WINNING LINES **Quips and Quotes from *Ally McBeal***

Is *Ally McBeal* written by a disgruntled greeting-card company employee or by Jack Handey, the *Saturday Night Live* poet laureate? It's a question you can't help but ask when you look at a fan page that organizes the show's best lines into such cate-



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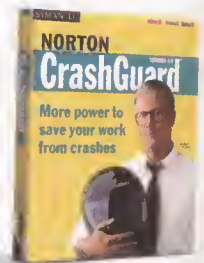
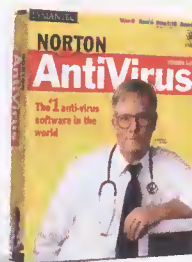
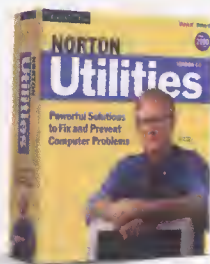
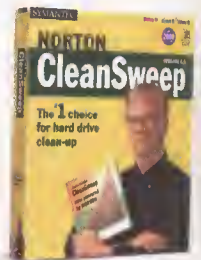
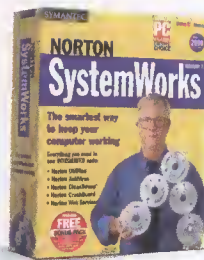
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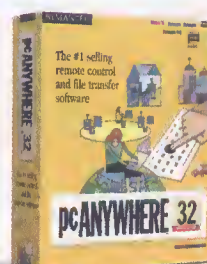
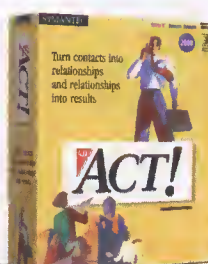
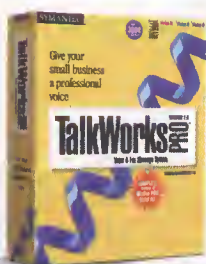
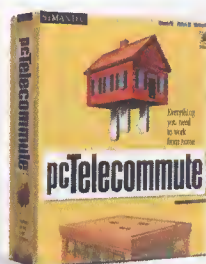
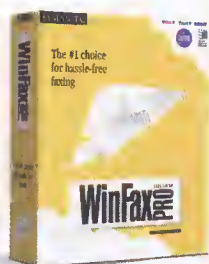
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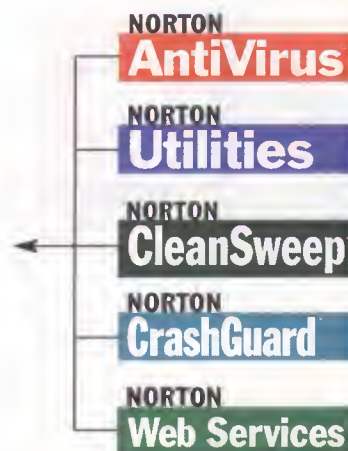
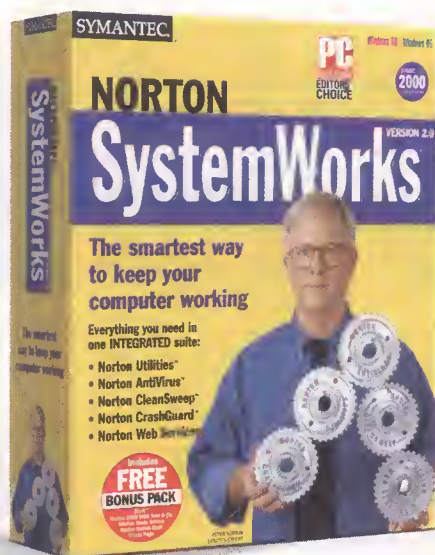
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gories as Banter, Beliefs, and Advice, Unsolicited. Savor such cheeky throwaways as "I'm nothing if not redundant. I also repeat myself" (Richard), along with words to the wise: "Sometimes...when you hold out for everything, you walk away with nothing" (Ally). [galileo.fapenet.org/~lush/ally/isms.html]

**WACKIEST WINNER'S CIRCLE** **Cancer Fan's X-File Top Ten Humor Page** Although both *The X-Files* and *Late Show with David Letterman* have won multiple Emmys over the years, the shows have little else in common. It took Cancer Fan to bring them together. Choice variations on Dave's signature shtick include "Top ten signs you've unsuccessfully faked your own death." [geocities.com/Area51/Labyrinth/4694/cancerfantop10.html] —PAUL SEMEL

## MUSIC

### Rave On

**DANCE GENRES 101** **The Electronica Primer** You normally shouldn't trust the opinion of anyone who would lump house,



From DJ supplies to word on tonight's party, the Web is Rave Central.

techno, and jungle under the dreaded "electronica" tag. But the creators of this site do a good job of explaining the differences between the divergent styles and their various subgenres. Numerous sound files illustrate the written history, which loops back to such early influences as composer Karlheinz Stockhausen. [www.plato.nl/e-primer]

## ESSENTIALS

### EMMYS ONLINE

**ACADEMY OF TELEVISION ARTS & SCIENCES** [emmys.org]  
Where do nominees come from? Find out at the official site for the September 12 awards.

**E! ONLINE** [eonline.com]  
How can stars help—or hurt—their chances? Uncover "Secrets of the Emmys."

**TV GUIDE ONLINE** [tvguide.com]  
*TV Guide* pundits analyze the nominees and chat live with the stars.

**MR. SHOWBIZ** [mrshowbiz.com]  
Katie Holmes topped the list of Terrific Tresses in 1998. Check the '99 results here.

**GIST TV** [gist.com]  
Get hot tips from GIST hand-cappers, then cast your own votes in a user poll.

your watch and split. "Hey, this was supposed to end hours ago!" [www.hyperreal.org/raves/grid]

**PARTY SUPPLIES Rave-data** If you want to be the one the cops arrest when they shut down the action, Ravedata can help. Aspiring promoters can search for lighting and sound providers, or find a groovy flyer artist so people will actually show up. The site also lists upcoming events you can always claim are yours. [www.ravedata.com]

**DJ CENTRAL Spinmasters Online** "Last night a DJ saved my life," Indeed once sang, but a DJ can't even save a quarter with a broken needle. A good source for all turntablist needs, this vinyl-centric mart sells adapters, mixers, crossfaders, foggers, and, yes, needles. Descriptions are thorough, but each product is linked to the manufacturer's own Web page, just in case. [spinmasters.com]

**EYE CANDY Fly.art** Like concert posters in the '60s, the flyers kids create for '90s raves are more like pop art than advertisements. Here you can find hundreds of come-ons, some of which date back to 1991. The site's new Version 2.0 is still being unveiled, but includes links to artist sites and a page you can search by designer. [hem2.passagen.se/clan303] —P.S.

## MOVIES

### Video Rentals

**BEST-STOCKED SHELVES Facets** Renting videos on the Net isn't easy, especially if you don't live in a major city where local online outlets (such as Kozmo.com in New York) might be able to service your needs. But there are some sites that stock films you won't find anywhere else. Facets offers an absurdly thorough selection of more than 15,000 tapes, with flexible search functions. You can order by phone or e-mail, and you can keep

rentals for three days—at \$10 per tape, including shipping (you must be a member to rent). [www.facets.org]

**GREAT OBSCURE FILMS Best Video** Desperately seeking Nikita Mikhalkov's little-seen Soviet-era adaptation of *Oblomov*? If you can't find it here, then stop looking. Prices can be steep: \$16.99 per video for three nights, including shipping (but four titles for a whole week go for \$29.99). There's no browsable database, just a searchable one, so



you pretty much have to know what you want. But Best Video's selection is so great that you probably won't care. You can order by e-mail, phone, or fax. [bestvideo.com]

**BEST WORST MOVIES Video Wasteland** *Don't Torture the Duckling. Earth vs. the Spider. Emmanuelle and the White Slave Trade.* These are only some of the quality titles you can find at Video Wasteland, which specializes in sleazy, exploitative, cult masterpieces from all over the world. Once again, prices aren't cheap, and you must be a member to rent: two tapes for \$15, and six tapes for \$36 (the length of time you can keep them varies by how many you order). But chances are the local Blockbuster won't be stocking *Even Hitler Had a Girlfriend* anytime soon. [slaughter.net/VideoWasteland]

**DVD BARGAINS NetFlix.com** If you own a DVD player, NetFlix.com is a godsend. It offers more



than 3,600 DVD titles at super prices (currently \$3.49 for seven days, plus shipping), with intelligently written reviews posted for much of the stock. Searching and online ordering are easy. Why can't more sites rent tapes so efficiently? [netflix.com] —B.E.

## SPORTS

## Tennis

**BEING THERE US Open 1999** Can't afford to ditch work for two weeks and jet off to New York for America's premier tennis event (August 30 to September 12)? Powered by sponsor IBM, the official U.S. Open site is the next best thing to being there, boasting real-time, point-by-point results for every match being played. Zoom in on critical shots with the robotic OpenCam, which lets visitors control what they see on their screens. During lulls in the competition, sound off in chat rooms and polls, or post messages to the pros in the Players' Lounge. [www.usopen.org]

**SPEAK YOUR MIND USA Network** Produced by the cable network that televises the action, the USA site sets out to create an online community for those engrossed in the tournament. Chat rooms and bulletin boards bring fans and their opinions together—not only with one another but also with USA commentators. Pique the analysts' interest and John McEnroe or Tracy Austin could give you 15 seconds of fame by responding to your message on air. [usanetwork.com]

**FAN-TASTIC CBS SportsLine Tennis** One of the most well-rounded sites for fans of the pro tour and its personalities, CBS SportsLine Tennis offers a grand photo gallery, timely news stories, opinionated editorials, and interactive polls. A fun and handy pronunciation guide ensures you won't trip over your tongue when you drop such tricky names as Younes el Aynaoui. (It's YU-ness el-an-OW-ee, by the way.) [cbs.sportsline.com/tennis]



Visitors can zoom in on the action at the US Open site.

## GET IN THE GAME

**Tennis.com** The strength of this recent Y-Life Gold Star winner, produced by *Tennis Magazine*, doesn't lie in its pro tour coverage (though it doesn't skimp in this domain). Its

forte is improving visitors' games with instructional tips, health and fitness advice, equipment reviews, and travel information. The Catch a Match section even helps you hook up with local players. [www.tennis.com] —RON KELLY

## World Soccer

**STILL THE CHAMP The Daily Soccer** The U.S. women's team World Cup victory finally focused America's attention on soccer, the most popular sport on Earth. Back in July, we gave the Daily Soccer a Gold Star for being the premier international soccer site. With its in-depth country-by-country coverage from all corners of the world, it still holds that crown. [dailysoccer.com]

**COMING UP FAST ATL World Soccer News** Follow international league play on ATL's

continually updated news ticker—invaluable for anyone stuck in Rome, Georgia, who desperately wants to find out what's happening in Rome, Italy. You also can visit chat rooms, join in on celebrity interviews, and catch live game updates. [www.worldsoccernews.com]

**JUST THE SCORES, MAAM International Soccer Server** Want to know who won last night in the Albanian leagues? Or the Faeroe Islands? You won't find any news reports here, but you can find the Internet's most thorough collection of European soccer results. [sunsite.tut.fi/rec/riku/soccer.html]

**SHARPEST WRITING Soccernet** Although more than a bit Anglo-centric, Soccernet also provides a wealth of reports about Asia, Africa, and the Americas, plus fantasy leagues. Incisive, thorough coverage makes a visit well worth your time. [soccernet.com] —B.E.

## GUEST GUIDE BY PAMELA DES BARRES

## James Dean: A Fan's Notes

One of my earliest dreams was to visit Fairmount, Indiana, hometown and burial site of my hero, James Dean, that oh-so-gorgeous and misunderstood bad boy. Finally, a screenplay I've been writing about Dean and a jazz singer girlfriend took me to Fairmount, just in time for the annual James Dean Festival (this year runs September 24 to 26). If you, too, have longed to rest your cheek on the cool granite of Jimmy's gravestone, the next best thing might be to visit one of the rebel's many Web sites.

**JAMES BYRON DEAN** Here you can learn that Fairmount, population 3,000, also produced

Jimmy Davis, the creator of the *Garfield* comic strip. The site has visuals of a red-jacketed Dean right beside the grinning, orange cartoon cat. Yikes! You also get to ogle Jimmy's first motorcycling. [comteck.com/~fhmuseum]

**THE JAMES DEAN MEMORIAL GALLERY** Chock full of Dean memorabilia, including his very own blue jeans and T-shirt (gallery owner David Loehr actually let me wear these items of clothing for 30 of the best minutes of my life). Scrutinize early school papers and artwork in the Adeline Nail Room (named after Jimmy's high-school drama and

speech teacher), and view clips from rare TV appearances. [www.jamesdeangallery.com]

**AMERICAN LEGENDS** Top for photographs, including a few stunners that even I had never seen. [www.americanlegends.com]

**DEANERS** My fave fan site. A no-holds-barred worship page full of loving Dean comments, artwork, tattoos, and fan photos—including one of me, all teary-eyed, speaking at last year's memorial service. (I have his signature tattooed on the nape of my neck. It was channeled, I'm sure.) This is the best place to press your cheek to the



screen, close your eyes, and imagine just how cool that iconic tombstone might be. Nothing on Earth is cooler. Trust me. [www.deaners.net]



## DOCTOR ON CALL BY CHARLES COOPER, M.D.



## Web Consultations

Online physicians can shed light on medical problems. But they can't replace your own M.D.

**C**URIOS TO KNOW WHAT SIDE EFFECTS YOU MIGHT EXPERIENCE with a new prescription? Scheduled for an MRI and want to find out more about it? Check into **AMERICASDOCTOR.COM**, where a team of physicians answers such patient queries over private chat lines—a free, 24-hour service open to anyone with Internet access.

Other “ask the doctor” sites offer similar services via e-mail. Some of the best are the **TEST POSITIVE AWARE NETWORK** [[tpan.com](http://tpan.com)], where patients can submit questions about HIV; the **BETTER HOMES & GARDENS GUIDE TO FITNESS AND HEALTH** [[bhg.com/health](http://bhg.com/health)], which focuses on women's issues; and Continuum Health Partners' **ASK THE DOCTOR** [[www.bethisraelny.org/interactive/askdoctor.html](http://www.bethisraelny.org/interactive/askdoctor.html)], which is staffed by specialists from Beth Israel Medical Center in New York.

But before you start thinking about switching from your family doctor to a virtual M.D., it is important to know the limitations of such Web sites. Online physicians do not—cannot—make a diagnosis or recommend treatment. Nor can they offer a second opinion. Such judgments require a physical examination and usually depend on analysis of test results.

**QUICK CLICKS:** The Discovery Channel and IntelliHealth, the Web affiliate of Johns Hopkins University, have partnered on a new portal: **DISCOVERY HEALTH** [[discoveryhealth.com](http://discoveryhealth.com)]. ...M.D. or not M.D.? Doctors can answer that question with a free e-mail account from **INTERNET.MD**, which owns the “md” domain name.

## MEDICAL HELP

### Cancer Therapies

#### WHERE TO START

**American Cancer Society** The ACS site offers an impressive array of information about almost any kind of cancer. It includes explanations of specific diagnoses and typical symptoms, data about the staging of different cancers, access to survival statistics based on the type and stage of the disease, and the chance to request additional information by e-mail. The site also covers risk factors and provides exhaustive links to additional resources. [[cancer.org](http://cancer.org)]

#### SECOND OPINION

##### Cancer Treatment Centers of America

This national network practices a whole-person approach to cancer therapy, integrating traditional treatments with nutritional, psychological, and social responses to the illness. The site posts survivor stories and offers discussion forums where patients share experiences about chemotherapy, naturopathy, and imagery techniques. It also includes details about the capabilities of each of the member centers. [[cancercenter.com](http://cancercenter.com)]

#### NEW TREATMENTS

##### CenterWatch Clinical Trials Listing Service

CenterWatch is not a cancer site per se, but it does have the most comprehensive database for clinical research. You can access several hundred listings of current trials for, say, breast cancer or bone marrow transplants. Links send you directly to

the sites of the medical centers where the tests are taking place,

and you can join mailing lists that notify you when new treatments become available. [[www.centerwatch.com](http://www.centerwatch.com)] —C.C.

## MIND / BODY

### Yoga Practice

#### BEST FOR BEGINNERS

**The Yoga Site** According to a recent survey, the average yoga student is a woman in her mid-30s who is more likely to vote Democratic. That said, even a 75-year-old Republican man can enhance his physical and mental well-being with the popular discipline. With its clear, concise answers to FAQs, and a chart of fundamental postures cleverly illustrated with stick figures, this site sets you on the right path. Looking for a yoga teacher near you? Consult the state listings. [[yogasite.com](http://yogasite.com)]

#### ENLIGHTENING LINKS

**Yoga Paths** Besides molding your body into pretzel shapes you never dreamed possible, yoga can lead to greater self-awareness. Follow your bliss with a comprehensive overview of the schools and spiritual traditions that constitute Yoga Paths, and access dozens of well-chosen links to relevant sites. [[spiritweb.org/Spirit/Yoga/Overview.html](http://spiritweb.org/Spirit/Yoga/Overview.html)]

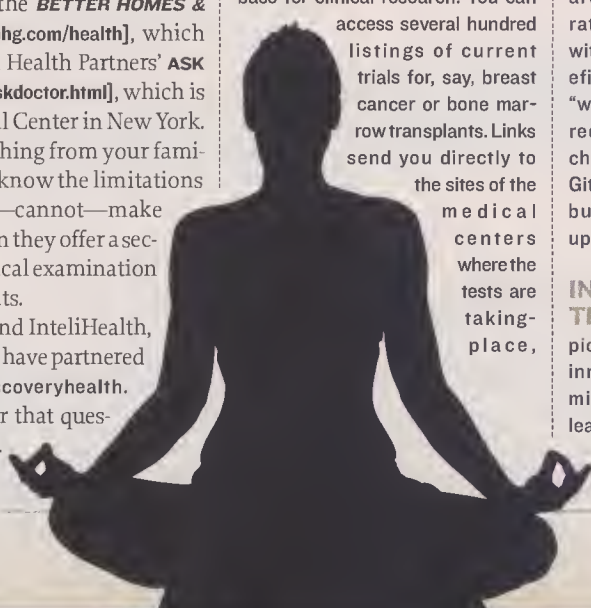
#### BODY AND MIND BENDERS

**Yoga Anand Ashram** At the Ashram, 29 asanas (postures) are broken down step-by-step, rated for difficulty, and blessed with animation. The physical benefits are explained (although the “wind-relieving posture” may not require one). If you finish all 18 chapters of the sacred Bhagavad Gita (posted in Yoga Philosophy), but still crave inspiration, punch up Random Sutras. [[santosha.com](http://santosha.com)]

#### INSPIRATIONAL SOUND

**Yogaclass.com** You've pictured yoga; now hear it. This innovative site offers a free 42-minute audio workout that will leave you flat out in corpse pose. [[yogaclass.com](http://yogaclass.com)]

—ANN FARMER



## MONEY MATTERS BY DEAN FOUST



# E-Banks—Boom or Bust?

Investors are sending cyberbank stocks sky-high. But will customers put their money in these virtual vaults?

IN RECENT MONTHS ON WALL STREET, FEW INTERNET sectors have been hotter than banking, with the stocks of **NET.B@NK** [netbank.com] and other cyberbanks up as much as 650 percent this year. **E\*TRADE** [etrade.com], with its recent \$1.8 billion acquisition of **TELEBANC FINANCIAL** [telebanc.com], is clearly betting that someday we'll all bank electronically, paying bills with a few mouse clicks, and maybe even downloading cash onto smart cards. Without the overhead associated with branches and ATMs, cyberbanks are paying up to 6 percent interest on deposits in checking accounts—more than four times the rate that most conventional banks pay. But it isn't clear that the new branchless banks have worked out all the bugs. In late April, as many as 500,000 online customers were unable to pay bills for almost a week, thanks to software glitches that left many people fending off bounced checks and late charges. Because of such snags, e-banks have had a hard time attracting converts. (At press time, NetB@nk had opened just 35,000 accounts.) Experts say that most customers will

always prefer a walk-in branch or ATM for such routine tasks as depositing checks, which can easily take a week by mail.

While inconvenient for consumers, online banking could be downright hazardous for investors. To compensate for the higher interest rates necessary to lure depositors, the e-banks might go out on a limb. Warns banking consultant Bert Ely: "Online banks could be just like the savings and loans of the 1980s—making a bunch of risky loans that go bust."

**QUICK CLICKS:** Want to plunge into Internet stocks without the gut-wrenching swings? New "callable equity linked notes" from **SALOMON SMITH BARNEY** [www.smithbarney.com] give you a stake in 20 bellwether Net stocks. Granted, if the note is called, the most you can make in any year is a 25 percent return, but you're also guaranteed to never lose more than 10 percent of your investment.

## PERSONAL FINANCE

### Paying for College

**FIGURE OUT YOUR COSTS FinAid!** Mark Kantrowitz created FinAid! when he was a graduate student. The site provides more than a dozen calculators that let you do everything from computing the cost of sending Junior to college to figuring how much help you can reasonably expect to receive from Uncle Sam. Kantrowitz lets you compare the costs of two different loan terms using his own proprietary algorithm, which he immodestly calls "the K-Factor." [finaid.org]

### FIND FINANCIAL AID

**FastWeb.com** Last year, more than 7 million scholars divvied up some \$60 billion in financial aid. FastWeb can help you find a scholarship, grant, or loan that fits your profile. Tap into the largest financial-aid database on the Web: more than 400,000 listings, with 500 new ones added or updated daily. Sources range from the French government to countless private patrons. Complete an online profile, and the site creates a private mailbox that's likely to be filled with a dozen or more leads right off the bat. [fastweb.com]

### HIT UP UNCLE SAM The U.S. Department of Education: Student Financial Assistance

For all the growth in private-aid donors, the federal government remains the biggest source of financial aid, with everything from no-strings-attached Pell Grants to student loans cheaper than you can get from any bank. Click here for information on how to get your slice







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**SHARPEN UP:** Buy school stuff at online office-supply stores.

of the pie. The feds now let you complete the necessary paperwork right over the Web; first-time filers still have to mail in their signatures, but you can download the requisite forms for that as well. [ed.gov/finaid.html]

### COMPARE COLLEGE VALUES

**U.S. News Online .edu** So, after factoring in all your financial aid, which is the better bargain, Duke or Dartmouth? Here you can find exhaustive rankings of nearly 1,400 schools, with emphasis on those that offer the best values: above-average academic standards at below-average cost. You can even run head-to-head comparisons of up to four schools to see which is the best fit. [usnews2.worldweb.net/usnews/edu] —D.F.

### SHOPPING

## School Supplies

### HEAD OF THE CLASS

**Yahoo! Office Supplies** For sheer volume and ease of use, you can't beat the Yahoo! megamart. A great search engine scans extensive storerooms to ferret out whatever you need, from college-ruled paper to backpacks. You can also browse by function or brand, or click the Search Auctions feature to find out if anyone's bidding on, say, used fax machines. [shopping.yahoo.com/office]

**BEST LOOKING Office Depot** With photo-realistic images

of copious office and school supplies, Office Depot delivers a highly visual e-commerce experience. Merchandise here spans the gamut, from computer peripherals and overhead projectors to erasers and crayons. Custom supply lists and product-search functions make it easy to restock, should you find yourself running low on pushpins come December. [officedepot.com]

### TEACHER'S PET

**ClassroomDirect.com** Teachers need to stockpile reserves, too. ClassroomDirect.com has compiled an honor roll of equipment, with color photographs to help educators choose display boards, room decorations, skeleton displays, and tornado tubes. Teachers also can browse online craft ideas and suggested lesson plans, or just hang out in the Edu-Chat foyer. [classroomdirect.com] —BRYAN VAN DYKE

## Digital Cameras

### CAVEAT EMPTOR Mike's

**Digital Camera Page** The evolution from traditional film photography to digital imaging presents consumers with dizzying choices. Whether you're a newbie or a trail-blazing pro, Mike Lynch's chronicle of the triumphs and mistakes of a self-taught amateur trading up from one unit to another offers a humorous and valuable example of how (not) to select a digital camera. [www.ctaz.com/~mlynch]

### TICKET TO BUY ZDNet

**Digital Cameras: An Equip Guide** When you're ready to get serious, start with this slick, quick, and comprehensive gateway, produced by Y-Life's parent company. Read "Do you need a digital camera?" and "How they work" for essential info, then browse the Digital Cameras Guide for reviews of entry-level units and more-sophisticated digicams. To simplify shopping, the Editor's Picks are categorized by price range. [zdnet.com/equip/filters/subguides]

**DEMOCRACY IN ACTION PC Photo Review** More than 1,000 product reviews represent

the cumulative wisdom of consumers, professionals, "advanced amateurs," magazines, and Web sites. There is a wealth of real-life experience here, from picks and pans to handy tips and photography techniques. Convinced by the critics? Check the daily Hot Deals in the Marketplace. [pcphotoreview.com]

### FAIR-VALUE VENDORS

**CNET Shopper; 20-20Consumer** With new digicams being released right and left, prices and availability often fluctuate greatly from one vendor to another. You

can troll the Web for discontinued models and out-of-box bargains, but if you're more interested in fair value from trustworthy sources, start with CNET Shopper. The gimmick-free site quickly returns a sortable list of cameras, vendors, prices, and manufacturers. 20-20Consumer combines shopping guidance with a complete list of digicam models and prices. To help you narrow the search, each month's Top 10 models are rated by degree of consumer interest. [shopper.com]; [20-20consumer.com] —CARL FRANZ, LORENA HAVENS

### SPOT LIGHT BY KAREN L. MILLER

## 360 Degrees of Selection

Online shopping has a brand-new angle: 3-D showrooms that let you examine a product's features up close and personal (no special glasses required). At their best (when no obscure plug-ins are required), current state-of-the-art 3-D venues visually rotate the merchandise 360 degrees, so you get a full-range view of all sides. Sometimes, you can also control the angle and speed of the rotation, "roll over" the image to select a different color, or zoom in on vital details such as texture

and buttons. Very cool, but clearly still in its infancy, 3-D's just beginning to put its spin on the virtual mall. Here are some early adopters:

#### 3DSHOPPING.COM

This industry innovator showcases its 100-percent Java-based programs on sites selling everything from antiques to swimsuits. [3Dshopping.com]

**CLUB K-SWISS** Up-and-coming athletes such as welterweight boxer Obba Carr bring new meaning to "heavy rotation" as

they show off shoes and sportswear. [www.kswiss.com]

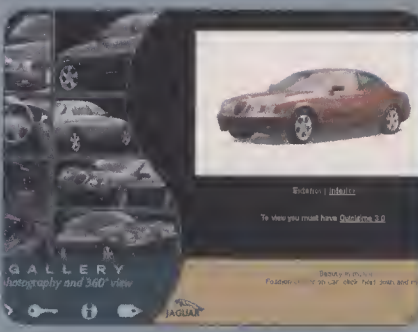
**NORDSTROM Model** do a turn in mix-and-match women's wear. [pigraphix.com/nordstrom3d]

**COBRA GOLF Drivers** swing around the better to show off glinting titanium. [www.cobragolf.com]

**SHARPERIMAGE.COM** Gadgets such as the Ionic Hair Wand II come to life in 3-D Shockwave movies. [sharperimage.com]

**IC3D JEANS** What do those jeans really look like from the back? Find out here. [ic3d.com]

**JAGUAR CARS ON-LINE** Flip around the interiors and exteriors of the latest S-Type. Rock and roll! [www.jaguar.com]







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## THE HOME FRONT BY CHRISTY EPSTEIN



## Big Sister Is Watching

Day-care Webcams give toddler tending a *Truman Show* spin

IMAGINE PEEKING IN ON JUNIOR FINGER PAINTING while you're in the middle of a conference call. It's no longer just a pipe dream. **WATCHMEGROW.COM** began installing cameras in day-care centers in 1996. Its burgeoning network of Webcams is now in place at 65 child-care facilities across the country, giving working parents the chance to catch milestones they might have missed, such as their infant's first steps, by logging on to the Net. Subscribers pay a monthly fee of \$19.95 to access the service through a standard Web browser. Parents and other family members can check in with their offspring, using passwords that change regularly to ensure maximum security.

Shades of Big Brother? Perhaps. But according to WatchMeGrow founder Eric Foster, most families are logging on to stay in touch with their children's lives, not to check up on teachers. One doting grandparent's letter is typical of user feedback: "Today I saw my 8-month-old grandson crawl for the first time. There aren't enough superlatives to tell you how exciting that was." As for the fear of unauthorized hackers spying on preschoolers, Foster points to state-of-the-art secu-

rity that makes it virtually impossible for outsiders to break in. Judging from the positive response to the program, parents are willing to put up with the technology's *Truman Show*-like implications in order to witness those precious moments, both monumental and mundane.

**QUICK CLICKS:** Can't remember whose turn it is to take out the garbage? Post reminders on the virtual refrigerator at **FAMILYPOINT** [familypoint.com], a free service that lets families create their own nuclear Web community....**GREATFOOD.COM**, a gourmet specialty mart, has teamed up with **GREATERGOOD.COM** to donate at least 5 percent of all online purchases to such worthy causes as the Special Olympics.... Men doing kitchen duties while their wives grow female-owned businesses at **WOWFACTOR** [wowfactor.com] can uncover **SECRETS FROM THE LHM KITCHEN** [lhj.com/kitchen/foodtips] at the *Ladies' Home Journal* site.

## FOOD & DRINK

## Restaurant Guides

**THE LAST WORD Zagat Survey** It's a universal question, and almost as difficult to answer as "What is the meaning of life?": Where should we eat? For 20 years, Tim and Nina Zagat have been making the decision a bit less difficult with their volunteer army of restaurant reviewers, now 100,000 strong. The Web companion to the familiar red-and-white print guides, Zagat.com offers the most sophisticated solutions available online. More than 17,000 eateries in most major U.S. cities, as well as Paris and London, are rated for food, decor, service, and cost. Using those criteria, custom searches point you to sleeper spots that are still below the radar of the masses, and warn you off those where you positively shouldn't go. [zagat.com]

**DEEPEST DATABASE RestaurantRow.com** Think locally, eat globally. Restaurant Row provides listings from Kansas City to Kazakhstan, and lets you refine your search to find what you want. Choose from dozens of ethnic cuisines, select the desired ambience and special features, and even get driving directions to your chosen spot. You won't find Zagat-style quality control here, but you will find quantity: 100,000 restaurants in the U.S. and 47 other countries. [www.restaurantrow.com]

**MOST EGALITARIAN Dine.com** Dine.com is created by the people, for the people—and the people sometimes beg to differ with the critics. Zagat editors select what they print, but opinions posted here remain for posterity (or at least until the server crashes). Check out dining spots in 24 U.S. cities (with the conspicuous exception of New York) and Tokyo, and learn from the experiences of other diners. Easy-to-



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GREAT ROOMS  
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It takes a lot of planning to make a house a home. The Web can help.

read maps for most cities can take you right to the doorstep of recommended restaurants. [dine.com]

#### TASTIEST APPETIZERS

**CuisineNet** Now's here's a clever concept: CuisineNet posts actual menus from many of the country's finest eating establishments, so you can whet your appetite with the bill of fare (and calculate costs with real prices). You can search by location, cuisine, and amenities, and scan the site's top picks. [cuisinenet.com] —C.E.

#### HOUSE & HOME

project instructions with brief but creative tips on utilizing existing space. The Decorative Painting Guide is terrific; not only are there step-by-step directions with photos, but you can see the work in progress via RealPlayer video. And be sure to check the archive for such useful articles as "Decorating Dilemmas Solved," which features diagrams of a room with different furniture arrangements. [bhglive.com/househome]

#### CUSTOMER SERVICE

**Waverly: Your Interior Design** Unlike the majority of home-product peddlers, Waverly offers loads of advice with no obligation to buy its

Adam's free (yes, free) tutorial service. Just submit a question and you'll have an answer "in a few minutes or in a couple of days," complete with an explanation of how the tutor worked out the problem. [askadam.com/education/math/tutoring]

#### REQUIRED READING

**Infoplease.com Kids' Almanac Homework Center** This outstanding resource for students in grades K-12 lets you access an encyclopedic repository of knowledge. Browse through categories of facts about various subjects, or use the keyword search to ask precise questions. (We asked, "How do engines work?" and got back detailed explanations for several types of engines.) Still can't find what you're looking

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#### EXTRA CREDIT About.com:

**Homework Help** The site digs up such a wealth of information that you'll probably keep coming back for more assistance. Look through Netlinks for various broad educational categories, and go from there. Or hit the message boards and chat rooms to discuss specific topics. Sign up for newsletters, check out related sites, and read thought-provoking articles, such as "Why Bother With Homework?" (It's the economy, stupid.) [homeworkhelp.about.com] —VIVIAN ROSE

#### GUEST GUIDE BY CHRIS CANNON

### Vintage Sites

If you feel a sense of dread each time a waiter hands you a wine list, you are not alone. Most people pick a name they like and a price that's right, then cross their

conscience, and its online companion offers the everyday buyer a chance to become an authority. Select your ideal bottle's price range, region, and varietal or

ing Guide reviews more than 5,000 wines in 50 categories from around the world. The Beverage Testing Institute produces this site, which is best for those who already have a nose for a wine with legs. [tastings.com/wine/wine\_home.html]

**THE WINE BRATS** Just making the leap from Schlitz to Chardonnay? The site's mostly twenty-something creators have come up with a cheeky place to have some fun with their favorite pastime: imbibing. Connect with Wine Brats in your region, or join the cross-country WineRave tour. If you're lucky, you just might learn something before you're too drunk to care. [winebrats.org]

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## THE HOME FRONT BY CHRISTY EPSTEIN



# Big Sister Is Watching

Day-care Webcams give toddler tending a *Truman Show* spin

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### WATCHMEGROW

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## FOOD & DRINK

## Restaurant Guides

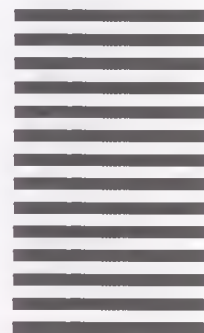
### THE LAST WORD Zagat

**Survey** It's a universal question, and almost as difficult to answer as "What is the meaning of life?": Where should we eat? For 20 years, Tim and Nina Zagat have been making the decision a bit less difficult with their volunteer army of restaurant reviewers, now 100,000 strong. The Web companion to the familiar red-and-white print guides, Zagat.com offers the most sophisticated solutions available online. More than 17,000 eateries in most major U.S. cities, as well as Paris and London, are rated for food, decor, service, and cost. Using those criteria, custom searches point you to sleeper spots that are still below the radar of the masses, and warn you off those where you positively shouldn't go. [zagat.com]

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#### HOUSE & HOME

### Interior Decorating

#### WHERE TO START Home-

**Arts.com Shelter** So you've just moved into a great new space. Now what? Let your imagination run wild at HomeArts.com, a one-stop hub that houses how-to articles from such glossies as *Country Living* and *Good Housekeeping* (and also links to their sites). Tour the Gallery of Homes for inspiration, or submit your questions to *House Beautiful* editor Peggy Kennedy. Helpful features with accompanying photos—essential to this highly visual art—include three completely different ways to beautify the same bedroom. [homearts.com/shelter]

#### TIPS FOR TIPS BH&G

**Guide to House and Home** The online version of *Better Homes and Gardens* combines heavy-duty home

project instructions with brief but creative tips on utilizing existing space. The Decorative Painting Guide is terrific; not only are there step-by-step directions with photos, but you can see the work in progress via RealPlayer video. And be sure to check the archive for such useful articles as "Decorating Dilemmas Solved," which features diagrams of a room with different furniture arrangements. [bhglive.com/househome]

#### CUSTOMER SERVICE

##### Waverly: Your Interior Design

Unlike the majority of home-product peddlers, Waverly offers loads of advice with no obligation to buy its wall coverings and home furnishings. The How to Decorate section provides some creative optical-illusion suggestions, such as how to make a small room appear larger. There's a neat quiz to determine your personal style, and the Project Center can help you estimate how much wallpaper you'll need for a given space. And if you do want to buy, Waverly makes it easy: The site organizes products by the same style groups used in the quiz. [decoratewaverly.com]

—ANDREA ODINTZ

#### KIDS & FAMILY

### Homework Help

#### MATH FOR DUMMIES

**Ask Adam** Can't imagine how you ever figured out what  $x$  equals when you were in school? Not to worry. You and your kids can get help at Ask

Adam's free (yes, free) tutorial service. Just submit a question and you'll have an answer "in a few minutes or in a couple of days," complete with an explanation of how the tutor worked out the problem. [askadam.com/education/math/tutoring]

#### REQUIRED READING

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#### GUEST GUIDE BY CHRIS CANNON

### Vintage Sites

If you feel a sense of dread each time a waiter hands you a wine list, you are not alone. Most people pick a name they like and a price that's right, then cross their fingers. We asked wine expert Chris Cannon, co-owner of New York City's upscale Judson Grill, to recommend vintage sites for both the novice and the enthusiast. —C.E.

**WINE SPECTATOR** The oversized glossy magazine is a bible to

connoisseurs, and its online companion offers the everyday buyer a chance to become an authority. Select your ideal bottle's price range, region, and varietal or type, and receive a list of picks reviewed by expert tasters. Before you know it, you'll be asking the local liquor store to carry your favorite vintage. [winespectator.com]

**TASTINGS.COM** For bacchanals with more esoteric tastes, Tastings.com's Wine Buy-

ling Guide reviews more than 5,000 wines in 50 categories from around the world. The Beverage Testing Institute produces this site, which is best for those who already have a nose for a wine with legs. [tastings.com/wine\_wine\_home.html]

**THE WINE BRATS** Just making the leap from Schlitz to Chardonnay? The site's mostly twenty-something creators have come up with a cheeky place to have some fun with their favorite pastime: imbibing. Connect with Wine Brats in your region, or join the cross-country WineRave tour. If you're lucky, you just might learn something before you're too drunk to care. [winebrats.org]



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**GETAWAY GURU** BY DINA GAN



## The Low Cost of Flying

There are plenty of travel deals on the Net. To find the best ones, you need to know where—and how—to look

EVERYONE'S ON THE LOOKOUT FOR LOW-COST flights. But to take advantage of online savings opportunities, you need some sleight of hand at the keyboard. First, see what bargains are out there. The Fare Compare feature at **MSN EXPEDIA TRAVEL** [expedia.msn.com] tracks the airlines' lowest published prices. For even deeper discounts, hit **BESTFARES.COM**, where the Snooze You Lose Specials section lists dozens of airline tickets for as much as 90 percent off. The catch? The limited-time offers may last only a few days, or even hours. You can't book online, so be prepared to speed-dial the airline's toll-free number.

To get the greatest savings at a travel hub, select flights at the least popular times: generally, late night or early morning on a Tuesday, Wednesday, or Thursday. And consider all available airports near your departure and destination points; fares can vary dramatically from one to another. Rules and blackout dates for cheap travel are sometimes difficult to follow, but some sites are making it easier. **TRAVELOCITY.COM**, for example, has a Best Fare Finder feature that presents you with

calendars pinpointing all the days you can fly.

Don't give up right away on seemingly sold-out fares. If the route you want is no longer available at the travel hub you're searching, go directly to the airline's own reservations page; sometimes you can find seats at the same low price. And don't feel obligated to stay loyal to a single airline or a single travel site. When one of them doesn't have a deal when you want it, another one might. Stay flexible. Sign up for all the cheap-fare e-mail alerts—and be prepared to take off when the price is right!

**QUICKCLICKS:** The redesigned **NAVIGANT INTERNATIONAL** [www.navigant.com] now links to **DIRECT FX** [foreign-currency.com], where you can buy foreign currency online. And you can download any of 55 Weissmann City Profiles directly to a PalmPilot, for \$19.95....**SECRET OFFERS** [bestdeals.tytek.net] has an up-to-date listing of frequent-flier bonus offers that help travelers get their free flights quicker.

### ESCAPES

## Weekend Getaways

### TOPS FOR PACKAGES

**The Online Vacation Mall** Seeking an all-inclusive weekend trip to anywhere from London to Las Vegas? A recent category winner in our Gold Star travel awards, the Online Vacation Mall continues to shine, with a great selection of name-brand packages. Beyond air and hotel, many of the deals offer car rental, sightseeing tours, and event tickets at an additional fee. For those who don't have a lot of time to plan a little time off, this site is a boon. [onlinevacationmall.com]

### PRETTY ROAD TRIPS

#### National Scenic Byways

**Online** Does your idea of escape mean watching the world through a windshield? The Federal Highway Administration can send you on your way. Get the driving details for such all-American beauties as the Blue Ridge Parkway in North Carolina or off-the-beaten-track byways such as West Virginia's Coal Heritage Trail. You also can access locally designated scenic routes in any of the 50 states, and link to the cultural, historical, natural, archaeological, and recreational points of interest along the way. [byways.org]

### REFRESHING MINI-VACATIONS

#### Spa-Finders

**Spasource** If you've ever had your whole body dipped in mud, wrapped in seaweed, and then scrubbed with a loofah, you know that nothing beats going to a health spa for instant relaxation. Spa-Finders can help you get out of town and come back feeling better than when you left. Narrow your search by region or interest (e.g., women only, best for families, vegetarian), or just browse through dozens of spas that offer everything from mineral baths to Ayurvedic treatments. [spafinders.com]



ILLUSTRATION: CAMPBELL LAIRD



## ESSENTIALS

### TOP TRAVEL HUBS

**BIZTRAVEL.COM**  
[biztravel.com]

Smart, easy, and frequent-flier friendly. This *Y-Life* Gold Star site is your first stop for pleasure trips, too.

**MSN EXPEDIA TRAVEL**  
[expedia.msn.com]

Multistep booking process, but shines with extensive maps and printable itineraries.

**TRAVELOCITY.COM**  
[travelocity.com]

Speedy Express Buy feature, and handy events guide for major U.S. cities.

**PREVIEW TRAVEL**  
[previewtravel.com]

Booking could be easier, but excellent destination guides and video tours.

**TRAVELSCAPE.COM**  
[travelscape.com]

An up-and-comer. Fast, efficient fare-finder, no-risk hotel rate guarantee, frequent promotional giveaways.

### EASY URBAN RETREATS

**Inn Seek by City** Live in a major metropolitan area? Looking for a room with a view that doesn't allow pets, children, or smoking and has a claw-foot tub to boot? This handy search site lets you select a city and get a list of lodgings that fit your specifications. [i-888-Inn-Seek.com/citysearch.htm] —D.G.

### OUTDOORS

## National Parks

**THE MOTHER LODE GORP: Great Outdoor Recreation Pages—National Parks**

As any outdoor enthusiast with Internet access will tell you, browsing GORP—which earned a *Y-Life* Gold Star in June—is like having a travel library at your fingertips. Although GORP doesn't list every national park, it covers several dozen exten-

sively, with photos, maps, field notes, and highlights of special attractions. Find out about hiking in Bryce Canyon or biking through Joshua Tree, or go global with the best international parks, from Africa to New Zealand. [gorp.com/gorp/resource/US\_National\_Park/main.htm]

### HANDIEST ACTIVITY FINDER L.L. Bean Park

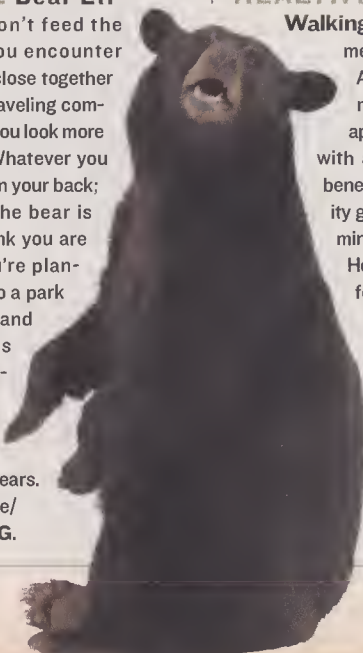
**Search** Looking for a spot in the Midwest where you can go kayaking, rock climbing, and big-game hunting? When you choose the state or region you would like to visit, and select from among 36 activities you'd like to do, you will retrieve a list of parks where they are permitted. More than a thousand state and national parks, forests, and wildlife refuges are archived here, with brief profiles and phone contact information. [lbean.com/parksearch]

### SPEEDIEST BASIC INFO

**Yahoo! Parks** Unlike **ParkNet**, the National Park Service site [nps.gov], the Yahoo! Parks index is unfettered by unnecessary graphics. It rarely experiences technical difficulties, and it has pretty much the same information. If you're just looking for the basics—directions, admission fees, climate details—use Yahoo! to find your destination by state, region, or name. Listings include links to park sites that accept online reservations. [parks.yahoo.com]

### SAVVIEST URSINE ADVICE Bear Etiquette

Don't feed the bears. If you encounter one, stand close together with your traveling companions so you look more imposing. Whatever you do, don't turn your back; if you do, the bear is likely to think you are food. If you're planning a trip to a park where Yogi and his cousins dwell, a preliminary visit here could save your life. [3bears.net/yosemite/beare] —D.G.



## Walking Tours

### WORLD WIDE WALKS

**Country Walkers** This site features 44 tours, from easy to challenging, with hikes on every continent but Antarctica and Australia. Accommodations are authentic: Italian palazzos, English manor houses,

### NO BOYS ALLOWED

**Going Places!—Walking Tours for Women** *Going Places!* grew out of the Women in the Outdoors program that Karen Collins founded when she served as deputy director of the California State Parks. The gals still tramp around the Pacific Northwest but have added an alluring array of more-exotic destinations

## A Love of Monsters:

GARGOYLES & ARCHITECTURAL DETAILS IN NEW YORK CITY

Walking tours let you eye gargoyles as well as watch birds.

Swiss chalets, even a Costa Rican rain-forest retreat surrounded by volcano-heated pools. With groups of no more than 18 and regional experts as your guides, the walks are intended to "help you find that silk-weaver you read about, identify that birdsong, [and] tell the story behind that oddly shaped Mycenaean mound." [countrywalkers.com]

such as Germany's Black Forest, Nepal, and the English Cotswolds. [goingplacestours.com]

### URBAN ARCHAEOLOGY

**Radical Walking Tours of New York; A Love of Monsters** How about a nice stroll among the rabble-rousers and anarchists? Radical Walking Tours of New York visits spots where major acts of protest took place, from Colonial America to the 1990s. Hovering above all the action were the city's architectural gargoyles, which still stand guard. Take a virtual tour through *A Love of Monsters: Gargoyles and Architectural Details in New York City*, or explore on your own. [he.net/~radtours]; [aardvarkelectric.com/gargoyle]

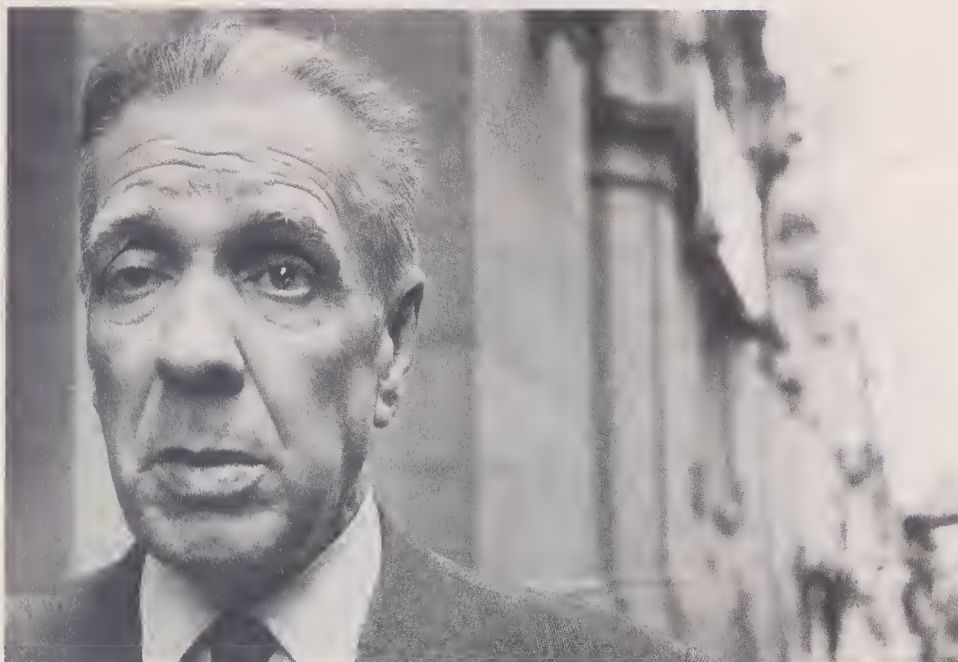
### REASON TO BELIEVE

**Walking by Henry David Thoreau** In an inspiring 1862 essay, the *Walden Pond* sage championed the Zen of walking. Thoreau credits his "health and spirits" to at least four hours a day spent practicing the "noble art" of walking. [glue.umd.edu/~pdouglas/walking.html] —MARK MORELLI

### HEALTHY HIKE The Walking Connection

Former Nike executive Jo Ann Taylor takes more of a "wellness" approach to walking, with articles touting its benefits and tips on quality gear, but she doesn't mind flying first class. Her 1999 tour includes four-star accommodations for American city walks, and choice spots for hoofing it abroad. Ring in the millennium walking Molokai! [walkingconnection.com]

## BRAIN WAVES BY MATT GOLDBERG



# Short Fiction, Long Shadow

Unlike Al Gore, Jorge Luis Borges didn't 'invent' the Internet. But the master storyteller's labyrinthine tales certainly presaged the Web

**F**ORGET WILLIAM GIBSON. FORGET ACADEMIC theory-mongers such as Marshall McLuhan and Jean Baudrillard. If you're looking for the real literary godfather of cyberspace, turn to the works of the late Argentine author Jorge Luis Borges, who died in 1986 at the age of 86.

Borges is widely considered to be one of the pioneers of postmodernism. His *ficciones*, or little fictions, are densely packed, wildly imaginative short stories, the reading of which often brings to mind one of Borges's favorite metaphors: the labyrinth. Meaning is an ever-shifting quality in the Borgesian universe. All words depend on other words. Stories locate themselves within the matrix of stories from all times and all places. Such works as *The Library of Babel* and *The Aleph* depict inexhaustible expanses of knowledge and information, all of which are inextricably and maddeningly interconnected and eerily prefigure the hypertextual possibilities of computer-mediated language. That personal computers—let alone the Web—didn't even exist when Borges penned the sto-

ries is a testament to his visionary foresight.

Of the numerous sites devoted to the verbal alchemist, the most impressive is **THE GARDEN OF FORKING PATHS** [[rpg.net/quail/libyrinth/borges](http://rpg.net/quail/libyrinth/borges)], which contains detailed bibliographies and copious links, as well as Photoshop-enhanced pictures of the author and surreal landscapes inspired by his writings. One level up, the Garden becomes **THE LIBYRINTH** [[rpg.net/quail/libyrinth](http://rpg.net/quail/libyrinth)], a paean to other influential writers whose work seems to predict our networked world: the magical realism of Gabriel García Márquez, the hyperreal explorations of Umberto Eco, and, of course, James Joyce and Thomas Pynchon.

Curiously missing from the lineup is Vladimir Nabokov, whose renowned "novel" *Pale Fire* is probably the best example of true metafiction in book form. For an interesting perspective on Nabokov's prescient, interwoven tale, check out **THE ELECTRONIC LABYRINTH** [[web.uvic.ca/~ckee/elab.html](http://web.uvic.ca/~ckee/elab.html)]. There, amid speculations about the precursors and implications of hypertext, you might just find a reference to our old friend Borges.

## REFERENCE

### Genealogy

#### PREMIER PORTAL

**Ancestry.com** Of the big commercial gateways angling to become the eBay of roots collectors, Ancestry.com stands out on several scores. Its massive index, which boasts 240 million names and more than 1,600 searchable archives from a host of public records, is expanding at the mind-boggling rate of one new database each weekday. Slick and easy to navigate, the site provides e-mail support and expert advice based on 15 years' experience as a genealogical publishing house. It's also cheaper than the competition, offering unlimited access to its library for \$59.95 a year, half the cost of rival Genealogy.com. Even without subscribing, you can find plenty of useful information to help you get started, plus a free page where your clan can congregate at sister site MyFamily.com. [[ancestry.com](http://ancestry.com)]

#### DEEP ROOTS

**RootsWeb** An early settler on the Net, RootsWeb looks as if it might have been designed on your great-grandma's embroidery hoop, and it gives you everything you need to find out whence she came. The site grew out of a thriving Internet mailing list and offers an excellent primer for beginners, searchable archives, state databases, and thousands of links and documents for free, although some special programs are available only to sponsors, who pay \$24 a year. Did your last name get lost in the translation when your ancestors landed on Ellis Island? The handy Surname Helper lets you search for alternate spellings and soundalikes. [[rootsweb.org](http://rootsweb.org)]

#### WIDE BRANCHES

**WorldGenWeb** Got ancestors back in the old country? Stop here for your free passport to databases from Lithuania to Africa to Australia. Built with the eventual goal of linking genealogists all over the world, the project is well on its way. Individual GenWeb sites cover areas as diverse as Vatican City and Antarctica, which

BORGES: M. C. ORVILLE/AGENCY; TANGO: ROBERT VAN DER HILST/STONY STONE



keeps records of passing transients. There's even a page for the offspring: WorldGenWeb for Kids, which warns, "Genealogy is very addictive, but fun!" [worldgenweb.org]

## EXTRA CREDIT

**Ancestors** Created as an online companion to the PBS television series *Ancestors*, this site provides state-by-state guides to libraries and archives where you can follow your leads the old-fashioned way. Get suggestions for making your research as painless and productive as possible, and learn how to conduct a worthwhile interview when you do find long-lost kin. [www2.kbyu.byu.edu/ancestors]

## MORBID

**CURIOSITY** Yahoo! Seniors' Guide: Social Security Death Index Input the name of any of the 55 million deceased U.S. citizens numbered by Uncle Sam and—voilà!—you are instantly provided with birth and death dates, last known residence, and information on how to obtain copies of their Social Security application. It makes you wonder how many ardent Dead-heads now have copies of Jerry Garcia's form. [seniors.yahoo.com/seniors/genealogy]

—TARA O'SHEA

## CONTINUING EDUCATION

# Ballroom Dancing

**ALL THE RIGHT MOVES** Websurfer's Guide to Ballroom Dance Ready, and, uh...slow, quick, quick...slow, quick, quick.... Even two left feet can waltz on this cyber dance floor. Go cheek to cheek with your computer screen, and just click on the ballroom dance videos. Take lessons for the fox-trot, rumba, merengue, salsa, swing, and more. Catchy tunes can propel your feet into a cha-cha right under the desk. Eventually you'll want to give it a whirl with a living, breathing part-



dancing has resurged with a flying lindy. People everywhere are donning bobby socks and oxfords and reviving the sugar push. This lively site describes more than 40 swing styles, from the boogie-woogie to the Kansas City shag, and tells you what's old and new about the jitterbug. Bop into the library of dance steps and take Duane's online lessons, where the animated footwork can be slowed down or sped up. Once you've got the rhythm down, peruse the worldwide venue links for struttin' your stuff. [simon.cs.cornell.edu/Info/People/aswin/SwingDancing]

## TAKES ONE TO TANGO

Ernesto's Tango

ner, so sashay to the etiquette page and learn how not to step on toes. [come.to.ballroomdance]

Page Tango fever is smoldering in all corners of the globe. Navigate Ernesto's list of international sites and you'll soon be slinking on top of the world. But first you've got to walk the walk. Larry's Tango Book guides

you through seven basic tango lessons. Observe the nuances of the seductive dance by perusing Stephen Brown's star-rated list of instructional videos. Pick out some romantic bandoneon music, click on scenes from the film *Forever Tango*, and the next thing you know you'll be dreaming you're in an Argentine nightclub, embracing your partner, your legs intertwined.... [members.ping.at/kdf-wien/tango]

## HOT! HOT! HOT! Dance With Me Dance Lessons:

**Salsa; Salsa Dance Patterns** *Dance With Me* is the official Web site for the steamy 1998 movie starring Vanessa Williams. Go behind the scenes and take salsa lessons from the choreographer who taught Williams those sultry moves, or view them on video. When you're ready for more-complex gyrations, spin into Salsa Dance Patterns, a no-frills site that details 36 different footwork combinations. [www.spe.sony.com/movies/dancewithme/dancesalsa\_eng.html]; [www.sirius.com/~frankr/salsa\_patterns.htm] —ANN FARMER

## SPOT LIGHT BY TARA O'SHEA

# Latter-Day Site

of the Church of Jesus Christ of Latter-Day Saints, the science of genealogy is more than just searching for your past; it's a spiritual obligation. The Mormons have spent more than a century collecting data from every corner of the globe for the purpose of identifying their ancestors, who can then be baptized posthumously by proxy to ensure their place in heaven.

Whether or not you subscribe to the Mormons' religious beliefs, the

information they have archived and cataloged is an invaluable research tool. Prior to the launch in April of **FAMILY-SEARCH** [familysearch.org] whose records could be accessed only through one of the more than 3,200 Family History Centers run by the church worldwide. Now anyone who visits the Web site has nearly 400 million dead souls' names at his fingertips, along with a search engine that hunts down specific people and relationships at thousands of smaller genealogical sites. The

church's eventual goal is to place its entire International Genealogical Index online: a staggering 320 million records and primary documents containing more than 600 million names of the deceased, compiled and entered by hundreds of volunteers.

Meanwhile, users can submit their own family

histories to be indexed and preserved for posterity on a CD stored inside the Granite Mountain Record Vault. That sounds awfully permanent. Is posthumous baptism part of the free package deal? "Only if a member of your family is Mormon and requests it," a church spokesman assures us.



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# WebUser

HOW TO GET THE **MOST NET** IN THE **LEAST TIME** EDITED BY ROB BERNSTEIN

## FIND IT

At hundreds of freebie Web sites, users can load up on everything from cat food to calling cards



INFORMATION ISN'T THE ONLY THING THAT wants to be free on the Net. Hundreds of Web sites are giving away truckloads of stuff. Sure, the discriminating eye will view half of this "stuff" as pure junk. Still, there are gems to be found. For instance, a cursory search at the mother of all freebie sites, which is aptly titled **THE ORIGINAL TOTALLY FREE STUFF** [totallyfreestuff.com], unearths free mouse pads, T-shirts, video games, calling cards, cat food, makeup, condoms, and...well, you get the point.

Want more? Head to Yahoo! and run a search on *free stuff*. The directory will return more than 300 sites that list free deals: site memberships, magazines, sweepstakes entry forms, and product samples available over the Net. Of all the sites listed in Yahoo!, **COOL FREEBIES!** [coolfreebies.com],

**FREE2TRY** [free2try.com], and **FREE CENTER** [freecenter.com] seem to offer the most organized layouts for finding stuff. And of course, there's always *Y-Life's* very own **FREEBIES, BARGAINS & CONTESTS** [freebargain.com].

Also, many of the freebie sites produce weekly newsletters that update users on the latest Web deals. **Totally Free Stuff!!** has an excellent mailing list, but you might also try **FREESHOP** [freeshop.com].

Finally, if you just want some cold, hard cash, you can head to **CYBERGOLD** [cybergold.com]. After signing up for an account at the site, users can click through advertisements to amass dollars, coupons, and rebates. You should be able to hit up Cybergold for approximately \$20 every month. —R.B.

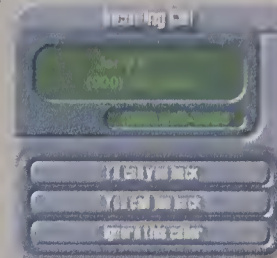
## NEATNETTRICKS

BY JACK TEEMS

### CALL ME

Do you have a single phone line at home? Do you miss calls when you're on the Net? Then take a look at **INTERNET CALL MANAGER** [internetcallmanager.com]. This program alerts you to incoming calls when you're online, and identifies the phone number of the caller. This program also lets you respond to the caller with one of three pre-recorded messages (e.g., "I'll call you back").

Internet Call Manager costs approximately \$5 a month and works on systems running Windows 95 or Windows 98.



### DIFFERENT STROKES

The Windows key, which is located between the Ctrl and Alt keys on most PC keyboards, shouldn't be ignored. When pressed in combination with certain keyboard letters, it can provide quick access to Windows features. For instance: [Windows key] + E opens the "Exploring My Computer" window; [Windows key] + R opens the "Run" window; [Windows key] + F opens the "Find: All Files" window; [Windows key] + F1 opens the "Help Topics: Windows Help" window; and the [Windows key] by itself opens the "Start" menu. But the combination I find most helpful is [Windows key] + M, because it instantly minimizes all open windows (including my browser) and provides quick access to my desktop.

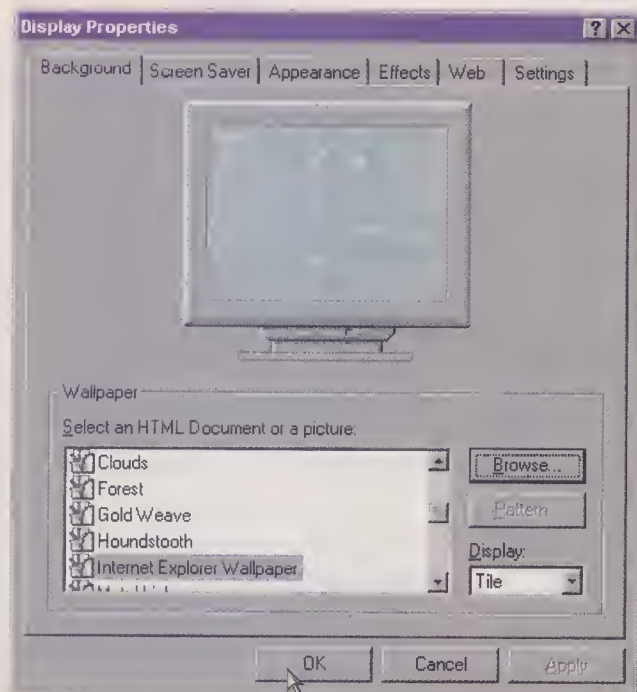
### DESIGN SCHOOL

A rather sizable file of Web design tips awaits users at **THE COMPLETE HTML TEACHER** [users.skynet.be/sky88639/software.htm]. The document offers hints on Web publishing, Web hosting, site promotion, and site maintenance.

JACK TEEMS IS KEEPER OF THE **NEAT NET TRICKS** WEB SITE [www.neatnettricks.com].

## LEARN IT

The Ultimate PC Makeover: Four Web tricks that'll help you jazz up the look of your computer



### .01 DRESS UP YOUR DESKTOP

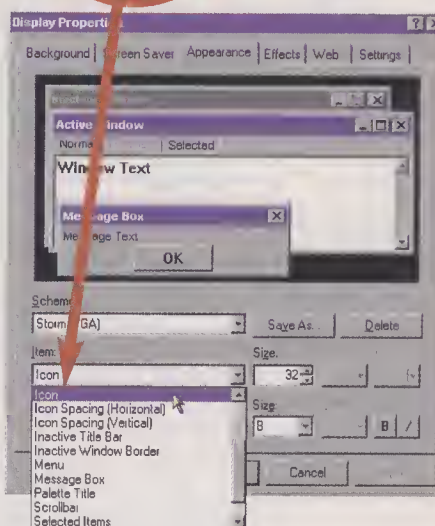
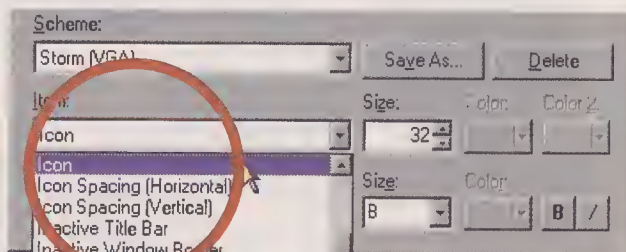
It's a mixed metaphor, to be sure, but the desktop backdrop is called *wallpaper*. And it can be stripped and changed at any time. Just right-click on the desktop and choose "Properties." This will launch the "Display Properties" window. Click the Background tab and select any of the Windows desktop wallpaper options. Click OK.

Of course, you're not limited to the wallpaper options that come with Windows. While you surf, you can turn just about any Web graphic you find into wallpaper. Just right-click on a site image and choose "Set as Wallpaper."

And what about pictures you've taken using a digital camera, or images you've uploaded to your system using a scanner? You can turn them into wallpaper, too. Just drag a GIF or JPEG image file onto a Netscape Navigator or Microsoft Internet Explorer browser window. The image will pop up in the window. Then, right-click on it and choose "Set as Wallpaper."

### .02 DESIGN CUSTOM WALLPAPER

Microsoft's Paint accessory, which is a standard Windows feature, lets you add text and color to your wallpaper and to images you've downloaded from the Web. To access the application, click Start and select "Programs." Choose "Accessories" and then "Paint." If the program's paint palette isn't colorful enough for you, download a trial version of Adobe's powerful graphics program, Photoshop



In the "Display Properties" window (far left), you can select new wallpaper for your PC desktop. Click on the Appearance (left) tab to begin customizing fonts and icons.

[[www.adobe.com/newsfeatures/tryadobe/main.html#photoshop](http://www.adobe.com/newsfeatures/tryadobe/main.html#photoshop)]. Or download Serif's DrawPlus Intro [[ftp://194.72.223.157/dpintro.exe](http://ftp://194.72.223.157/dpintro.exe)].

### .03 DOWNLOAD ICONS AND CHANGE FONTS

Of course, you can customize more than wallpaper. Right-click on the desktop and select "Properties." This will launch the "Display Properties" window. Click the Appearance tab. From here, you can customize the size and style of Windows fonts and icons. Now, click the Effects or Plus! tab in the "Display Properties" window to choose new icons for your PC. Click "Change Icon" to begin.

Also, at [WINFILES.COM/SHELLANDDESKTOPTOOLS](http://WINFILES.COM/SHELLANDDESKTOPTOOLS) [[winfiles.com/apps/98/shelldesk.html](http://winfiles.com/apps/98/shelldesk.html)] you can find hundreds of free icons.

### .04 REFRAME WINDOWS

With a program called **WINDOWBLINDS** [[stardock.com/products/windowblinds](http://stardock.com/products/windowblinds)], users can alter the appearance of actual Windows windows. Change the style of toolbars, title bars, buttons, and more. But proceed with caution—WindowBlinds is a powerful and demanding application. To deactivate it, you may have to completely uninstall it from your system. The shareware is free to try; \$19.95 to buy. —TROY BROPHY



## WEBTOOLBOX

What? Your ISP's girly-man mail server won't let you send gargantuan AVI movies to friends? It's time to check out **WHALEMAIL** [[www.whalemail.com](http://www.whalemail.com)], a free online service capable of delivering 50MB files via e-mail. Just sign up for an account at the WhaleMail Web site, upload a file, and ship it off to a recipient.

Speaking of whales, anyone who has upgraded to Windows 98 knows that the operating system is full of blubber. If you would like to cut some of the fat upon installation (up to 38MB-worth), download **98LITE** [[98lite.net](http://98lite.net)]. Before you run the program, however, be sure to read the **WHAT IS 98LITE?** information page [[98lite.net/98lite.html](http://98lite.net/98lite.html)]; it outlines exactly what the program carves from the bloated OS.

At **SHOCKWAVE.COM** [[shockwave.com](http://shockwave.com)], Macromedia



is giving away a hot new app called Shockwave Remote. This virtual "remote control" lets users send, save, and search for Shockwave and Flash content.

For those of you looking to take your business online, there's **E-BIZ IN A BOX** [[e-bizinabox.com](http://e-bizinabox.com)], an e-commerce solution for nontechnical users. In less than a half hour, *Y-Life* was able to construct a fully operational e-store that could handle credit-card transactions. The program costs \$90 and works with Macromedia's Dreamweaver and Microsoft FrontPage software.

## TRY IT BY JIM LOUDERBACK

**The MailStation, a new e-mail-only Net appliance, boasts simplicity and affordability. But does it deliver the goods?**

**N**OSTALGIC COMPUTER USERS REMEMBER Tandy's TRS-80 Model 100. It was the first true portable computer; with 32K of RAM and a 300bps modem, this 4-pound marvel featured a full-size keyboard and had the dimensions and weight of a 500-sheet ream of white printer paper. The technology darling of 1983, it was used by reporters, travelers, and computer enthusiasts alike for mobile word processing. In fact, I used one to draft my first *PC Week* column during a Pan Am flight from Paris to New York. I loved it for its simplicity.

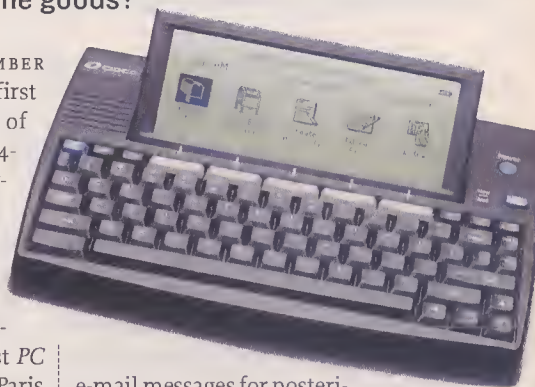
Perhaps that's why I'm intrigued by Cidco's **MAILSTATION** [[www.cidco.com](http://www.cidco.com)], a new gadget that closely resembles the Model 100 in form, but not so much in function. The device is composed of a keyboard and a pop-up LCD screen that displays as many as 65 characters across 12 lines of text. It also houses a 33.6K modem.

Targeted at the masses (specifically those who don't have computers, let alone Net access), the MailStation is designed to do just one thing: handle e-mail. It can be purchased only via the phone or the Web, and comes pre-loaded with e-mail software. To set it up, I just added batteries, plugged it in to an outlet and a phone, and pressed the blue Get E-Mail button. It worked successfully the first time I used it.

The MailStation's black-and-white LCD screen displays five icons, which correspond to five buttons on the device. They provide access to the inbox, out-box, address book, e-mail composition forms, and other special functions. The interface is extremely easy to navigate, and creating my first e-mail was a snap. Even so, I should note that the MailStation's keyboard is a bit cramped and reduced my typing efficiency by 40 percent.

The address book is also easily navigated, and lets you store phone numbers and e-mail addresses. You can launch new e-mail messages right from the address book; better yet, you can store the incoming e-mail addresses at the touch of a button—a great time-saver.

To compensate for poor lighting and failing eyesight, the MailStation also lets you increase font size. Unfortunately, you can't increase its memory. At most, users can store 100 full-page messages in the device. However, you can connect it to a printer and print



e-mail messages for posterity's sake. The MailStation worked fine with my Epson Stylus Color 800. But how many MailStation users will actually own a printer?

As for its cost, it's cheap. If you pay for a year's worth of e-mail in advance, the unit will run you only \$100. You can buy the device outright for \$150, but you'll still have to pay the \$10 monthly e-mail service charge. Although it's POP3-compatible (usable on the open Net), the MailStation is designed to work only with Cidco's proprietary network. Future Web-based information services are promised, but that hardly makes up for the hefty monthly fee. Furthermore, users may have to spend a fortune on long-distance calls to access e-mail. Only 11 of the 48 MailStation-serviced states offer local coverage in more than a single city region.

I should add that the MailStation is not the only e-mail appliance available out there. There's **MAILBUG** [[www.mailbug.com](http://www.mailbug.com)], by Landel, a similar e-mail-only service with better hardware. But it costs almost twice as much as the MailStation, and delivers little more. **JVC** [[www.jvc.com](http://www.jvc.com)] and **SHARP** [[sharp-usa.com](http://sharp-usa.com)] both offer devices compatible with **POCKET-MAIL** [[www.pocketmail.com](http://www.pocketmail.com)], but these gadgets are better suited for users who need to send quick messages from the road.

## BUY IT? When All Is Said and Done...

If your computer-phobic parents want quick and simple access to e-mail, then the Cidco MailStation makes sense for them. Then again, an old 486 computer and **JUNO's** free e-mail service [[juno.com](http://juno.com)] may offer the least expensive solution of all.

## SEARCHALERT

BY DANNY SULLIVAN

**Are search engines selling out? A closer look at search-result advertisements**

**A**NYONE REMEMBER OPEN TEXT? IN 1996, IT BECAME THE FIRST SEARCH engine to sell placement in its search-result listings. Negative publicity caused the service to quickly kill the program. Fast-forward to spring 1999. In April, **ALTAVISTA** [altavista.com] began its own "pay-for-placement" program. Since its debut, the program has received criticism from some Web users. Time to boycott? Nah! This advertisement scheme is relatively harmless. Even so, you should understand how it works.

AltaVista sells link placement just above its search results. Usually, the links are relevant to user queries, and do not replace or alter the listings. But be aware: *These links may not be the most relevant results for your search.* Fortunately, these links are well marked. Also, AltaVista is countering them with strong editorial content. For instance, the site now offers content drawn from the **ASK JEEVES** [askjeeves.com] answer service.

And if you think AltaVista's pay-for-placement program is aggressive, just wait until you run a search at **GOTO.COM**. All of its top listings are sold to advertisers. See the dollar amount at the end of many site results? That's how much an advertiser is willing to pay GoTo.com each time his site is clicked by a Web user.

The screenshot shows the GoTo.com search results page. At the top, there's a banner for 'Emachine 366c MII-366' with specifications like '3.2GB • 32MB RAM • 32X CD • 56 • MT 96' and a price of '\$459 after rebate'. Below the banner, the search results for 'Marketing Solution' are displayed. The first result is 'iLux: The Complete E-Marketing Solution' with a price of '\$0.94'. The second result is 'Cross Stitch Professional for Windows' and the third is 'Guaranteed Lowest Prices On Software'. A red circle is drawn around the first result.

**AT GOTO.COM**, advertisers pay for link placement in search results.

Still, the search engine occasionally returns successful results.

Are we beginning to see a trend among the search services? Perhaps. And that's OK. So long as search engines and directories clearly disclose or label their pay-for-placement schemes and continue to offer unbiased listings, the integrity of searches and search results should remain intact.

DANNY SULLIVAN RUNS **SEARCH ENGINE WATCH** [searchenginewatch.com]

## SURFGURU

**Converting movie and audio files; customizing your news content**

**Is there a simple way to convert an AVI file into a RealMedia file? Or to turn a WAV audio file into an MP3 file?**

There are many ways to convert a file's format. For instance, with **REALPRODUCER G2** [www.real.com/products/tools] from RealNetworks, users can turn enormous AVI files into streaming RealMedia files (at Real's site, scroll down

to find the free version of the RealProducer G2 player). As for audio files, plenty of programs, such as **MUSIC-**

**MATCH JUKEBOX 4.0** [musicmatch.com], let users convert WAV files into richer-sounding MP3 files.

And if you're looking for a quick and easy Web-based solution for converting multimedia files, then



check out **MEDIAUPGRADE.COM**. The site can "upgrade" your AVI and WAV files to RealMedia 5.0, RealMedia G2, MS Windows Media 4.0, or MP3 format—usually within 24 hours. Users can upload up to 250MB of data for conversion, and store up to 25MB of data on the MediaUpgrade.com Web site.

**Guru, where can I go online for great local news info?**

Nearly all of the portals, such as **YAHOO!** [yahoo.com], **EXCITE** [excite.com], and **GO NETWORK** [go.com], deliver great customizable news content. Head to one of these sites and click the "Personalize" link. The portal will then take you through the simple (and free) process of customizing the site for your news needs. I also recommend you look at Hewlett Packard's **INSTANT DELIVERY** Web site [instant-delivery.com]. Here, you can download a free PC utility that fetches news content, such as special editions of *The Wall Street Journal*, *USA Today*, and more than 100 newspapers in the U.S. and abroad, right to your printer. You can even schedule the delivery times.

## AOLWATCH

Would you like to save your scintillating chat-room conversations? While in a room, simply click My Files, and choose "Log Manager." Click "Open Log." An "Open Log" window will pop up. Click Save. The chat-room dialogue will begin saving in your AOL "Download" folder. Click Close Log when you want to stop recording. Later, when you want to open the log and read past chats, just drag the .log file onto an open AOL window.

ILLUSTRATION: ALEX OSTROY

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***Female Premiums***

Age	10 YEAR	15 YEAR	20 YEAR	25 YEAR	30 YEAR
35	\$ 103	\$ 125	\$ 145	\$ 183	\$ 205
40	\$ 123	\$ 158	\$ 185	\$ 238	\$ 260
45	\$ 190	\$ 215	\$ 253	\$ 330	\$ 385
50	\$ 253	\$ 290	\$ 363	\$ 490	\$ 495
55	\$ 365	\$ 413	\$ 550	\$ 835	\$ 1,015
60	\$ 503	\$ 615	\$ 845	\$ 2,135	\$ 2,400
65	\$ 775	\$ 975	\$ 1,593	\$ 3,900	\$ 3,900
70	\$ 1,338	\$ 1,600	\$ 2,970	\$ 7,220	\$ 7,220
75	\$ 2,275	\$ 4,870	\$ 5,820	\$ 10,370	\$ 12,420

***Male Premiums***

Age	10 YEAR	15 YEAR	20 YEAR	25 YEAR	30 YEAR
35	\$ 123	\$ 138	\$ 165	\$ 223	\$ 253
40	\$ 148	\$ 183	\$ 225	\$ 288	\$ 335
45	\$ 225	\$ 300	\$ 360	\$ 450	\$ 513
50	\$ 338	\$ 455	\$ 525	\$ 743	\$ 828
55	\$ 500	\$ 670	\$ 768	\$ 1,640	\$ 2,330
60	\$ 783	\$ 990	\$ 1,335	\$ 3,630	\$ 3,630
65	\$ 1,330	\$ 1,650	\$ 2,693	\$ 5,250	\$ 5,250
70	\$ 2,473	\$ 3,175	\$ 4,860	\$ 8,790	\$ 8,790
75	\$ 4,400	\$ 7,443	\$ 9,600	\$ 13,260	\$ 15,030

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even if I had, I cleared them before arriving at iVillage.

Having said that, when I go to events for the heads of technology companies, there aren't many girls. Most of them are run by men. Yet my experience makes me feel that this isn't a sexist industry at all. This is an industry that favors certain personality traits and leadership traits way over gender. Stamina seems to be the number-one thing required.

**Y-LIFE:** What do you make of your roller coaster ride on the stock market?

**CARPENTER:** I make almost nothing of it. On our road show, we said that we are going to build a long-term franchise. Our head is down, and that's what we're doing. I've watched stocks fluctuate enormously so many times from afar that this is nothing new. The important thing is that we are amassing the passionate loyalty of women. So we'll continue to keep our head down and do what we do and get better at it every single day.

**Y-LIFE:** Do you worry that the Net stock craze could end?

**CARPENTER:** It may. All markets are volatile. But we're in this for the long term. As I said, we keep our heads down.

**Y-LIFE:** You received a lot of publicity when you went public, including personal coverage. Do you mind when interviewers ask about your wardrobe and marital plans? It's doubtful they would ask a male CEO who does his hair.

**CARPENTER:** It doesn't bother me a bit. Our brand is about people, so I am actually willing—within the limits of my own personal definition of dignity—to come forth as a whole person. It's consistent with our brand. I have a brand that's about women's lives, how they're managing them. My willingness to share some of my life is part of saying what our brand is about. So they ask me what designers I wear, who does my hair. I don't mind.

**Y-LIFE:** So, speaking as a whole person, and considering how women come to iVillage for guidance in managing their lives, what kind of role model are you? How successful are you when it comes to balancing your work and personal life?

**CARPENTER:** The Internet is a hard road for a balanced life. Every CEO I talk to in the Internet space feels that this pace is a little much. On the other hand, it's one of those moments in history: It's not coming back, and you can't sleep through it. If you're in, you're in. You can't be half in. That's it. We're

the midwives of something being born on the planet. It will be born, regardless. Our job is to still be standing once it's here.

**Y-LIFE:** Is that your way of saying that you aren't great at the balance?

**CARPENTER:** I work hard, but I take vacations. I spend time with my children. In my company, we try very hard to keep our eye on people, especially younger people who don't know about burnout. They don't understand how to see it coming. We try to keep our eye on people and tell them, "It's time for you to go away without your computer and sit on the beach for a couple of days." I am good at taking the advice. I unplug.

I think that this is a marathon of probably eight to 10 years. It's not a sprint. To get through it, you need cycles of unplugging. Peripheral vision, instinct, and a keen sense of things on the far horizon are important survival skills in this space. If you don't unplug from the intensity sometimes, those facilities don't work very well.

**Y-LIFE:** What do you do when you get away?

**CARPENTER:** I went snowboarding for a week this year. I went helicopter skiing for another week. I'm going mountain biking for a week in the fall. I think it's important to do this stuff not just for sanity but for doing a good job. I try to practice what I preach. Spending time with my kids is the hardest. They're 4 and 5. I think the challenge is for all working parents to spend enough time with their kids. We hear about it all the time. It's a pretty serious issue that our culture is going to have to sort out.

**Y-LIFE:** How do you fit them in?

**CARPENTER:** I go home for dinner, and I'm with them until they go to sleep. Then I start phase two of my day. In the morning, I usually take them to school. I try to organize my day into parts around them. I get the same amount of work done, just at bizarre hours.

**Y-LIFE:** What do you sacrifice?

**CARPENTER:** Sleep. I figure I can sleep when my kids are 16 and they don't want to talk to me anyway. And I can tell you, I'm not the only woman figuring this out. The whole gestalt, the reason for being, of iVillage is to help women manage through this extremely challenging time in history. We're getting everything we ever wanted, but we have to figure out how to live through it, to be available for ourselves and all our loved ones and accomplish all of our dreams.

I'm relatively thick-skinned, so I can "listen" to online conversations that take turns I don't like. (And I can argue back.) But many African-Americans and Latinos are sick of going to Web sites, message boards, and chat rooms that either have no content for people of color or, sometimes, contain hostile views. Anti-Semites and white supremacists have staked out their territory on the Net—territory that's easy to find if you look for it and easy to avoid if you choose that route. But some people aren't content with merely putting their views online; they reach out to harass people with hateful e-mail.

If the issues of race and the Net were confined to cool mailing lists and the occasional outburst of hate speech, the digital divide would not be a major problem. But the stakes are far higher, especially as technology becomes more central to daily life. It's easy to imagine widespread e-banking, online elections, and supermarkets that assemble your e-mailed order and then debit your account. It's not that you won't be able to bank or vote or shop if you don't have Net access, but you *will* miss out on real advantages.

"If this is a revolution in economic opportunity and democratic discourse, this will only be a revolution for those who have access," says Vanderbilt's Hoffman. "From a social perspective, this is a disaster."

The issue is so critical that civil-rights groups are taking action. Early this year, I ran into the Rev. Jesse Jackson on a flight to New York from Washington, D.C. He sat me down next to him and spent the next hour talking about the need for a "fourth phase" in the civil-rights movement, one that would deal with economic inequality, including the dearth of blacks in the computer industry.

Since then, he hasn't wasted time. Soon after our meeting, Jackson's **RAINBOW/PUSH COALITION** announced plans to buy \$100,000 of stock in America's top technology companies—and then use shareholder meetings to ask why so few board members and employees in the industry are black. Rainbow/PUSH has also opened a Silicon Valley office to monitor how well technology firms are dealing with diversity.

As Jackson told his audience at San Jose State University, when it comes to African-Americans and the digital revolution, "we want to be shareholders, not sharecroppers."

**FARAI CHIDEYA** is the author of *The Color of Our Future* (William Morrow, 1999) and editor of the Web site **POP+POLITICS**.





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## Shoes On Sale

The Fashion Footwear Association of New York (FFANY) and QVC present the sixth annual *Shoes On Sale*, televised live from The Sheraton New York. Over 80,000 pairs of designer and brand name footwear will be sold at half price to benefit breast cancer research and education programs. With savings like these, it's simply one sale you can't afford to miss.

Log on to QVC Presents FFANY Shoes On Sale, Monday, October 4 at 7pm ET

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THE WEIRD AND THE WACKY ON THE INTERNET BY SCOTT ALEXANDER

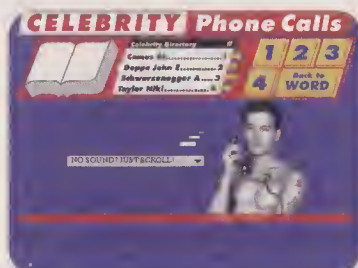
## Lloyd & Trevor Kriegel's World of Sweaters!

MEET THE KRIEGLER TWINS, TWO ALL-AMERICAN FELLAS who share a devotion to sweaters of all kinds, and show it—how else?—by composing free-form verse. The poems cover far-ranging stylistic ground, from the sexual fury of "V-Neck Fever!" ("Your plunging neckline suits me well. / On it the ladies' eyeballs dwell."), to the angst-ridden self-loathing of "Matching Slacks," to the informative "My Blue Poncho" ("Not quite a skirt, / Not quite a sweater, / A blue poncho is something better!"). Remember: "Genetics may have made them family, but it was a shared love of sweaters that made them brothers." [[chickenhead.com/features/sweaters](http://chickenhead.com/features/sweaters)]



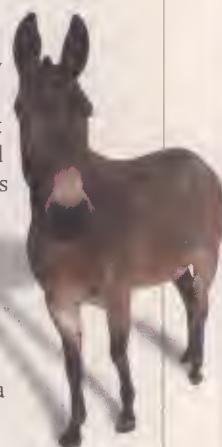
## Celebrity Prank Phone Calls

IF YOU GOT JOHNNY DEPP, ALBERT CAMUS, Arnold Schwarzenegger, or Niki Taylor on the phone, would you have the guts to ask them what it's like having the same name as a celebrity? The folks behind this site did. Feeling particularly cruel one day, they looked up Al Camus (pronounced CAM-uss) and pals to shoot the breeze about supermarkets, the French, and whether girls go for the *real* John E. Deppe. Tune in and feel the confusion. [[word.com/gigo/celebrityprankphonecalls](http://word.com/gigo/celebrityprankphonecalls)]



## Cirque de Cliché

CLICHÉS ARE, BY DEFINITION, AS OLD AS THE hills and dog-tired, but they got that way only because they were once as good as gold. If you want to use clichés in your speech but don't want to sound like a broken record, then head over to the CdC, where they're creating new ones out of thin air. Recent additions when we last checked included "Lymph flows breed lymph woes," "Everything's coming up mules," and our personal favorite, "Toss it in gastric juice and hope for a pearl." They may be out in left field, but they sure beat a poke in the eye with a sharp stick. [[www.jps.net/petista](http://www.jps.net/petista)]



## Tipper Gore's Guide to Dating Dos and Dont's

HEY, KIDS, THINKING ABOUT DATING? WELL, don't go jumping into some Casanova's (or She-Devil's) car without first consulting Tipper Gore. Tipper's long-standing cultural cleanup mission (starting with her dirty-lyrics warning-label days, and continuing through her present focus on "healthy homelessness" and "mental hygiene," according to the site) makes her the perfect person to be telling you how to run your love life. You'll find such soothing "advice" as "Whether you realize it or not, your body is a baby factory....You should not advertise that your factory is open for business." Let's be careful out there. [[geocities.com/CapitolHill/6806](http://geocities.com/CapitolHill/6806)]



## Acme Vaporware

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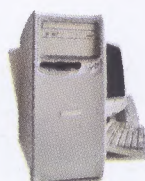
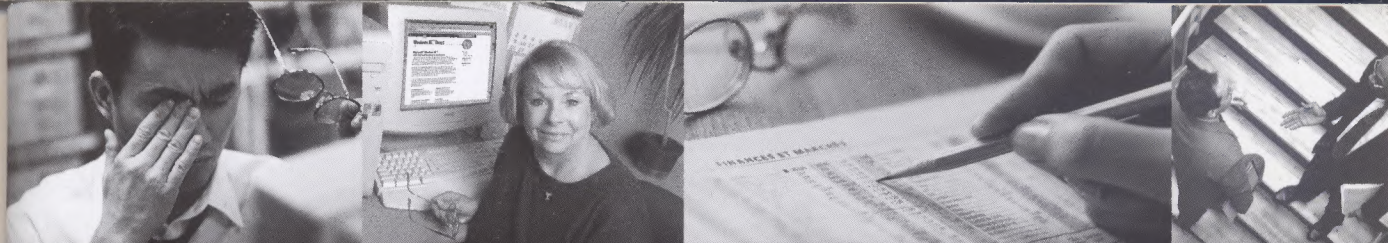


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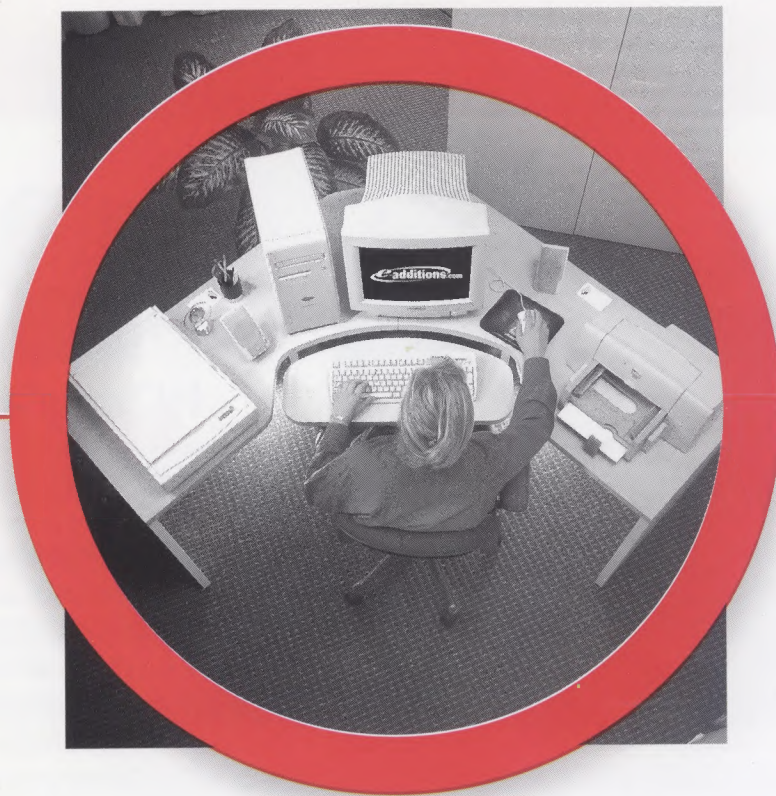
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